

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY
Vol. 8, No. 50
WEEK OF
SEPT. 8, 1947

ROCK-OLA

DUAL MOTORS

Eliminate necessity for clutch and other
extraneous parts. Constant speed
turntable motor specially designed by
Rock-ola engineers. Control motor
talently designed for changing
records and equipped
with thermal cut-off.
No adjustments necessary.

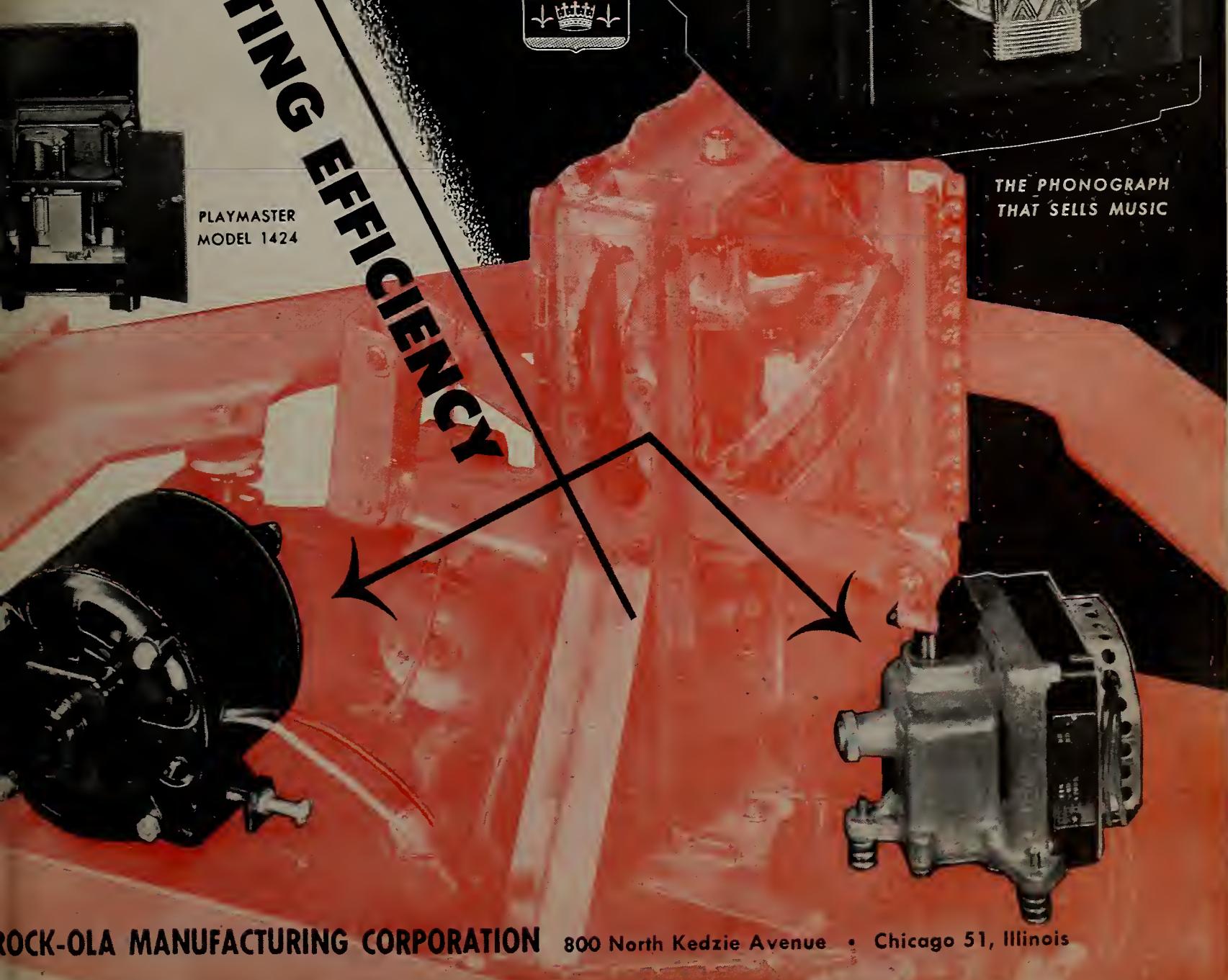


DOUBLE

OPERATING
EFFICIENCY

PLAYMASTER
MODEL 1424

THE PHONOGRAPH
THAT SELLS MUSIC



ROCK-OLA MANUFACTURING CORPORATION 800 North Kedzie Avenue • Chicago 51, Illinois

If it's a Mills I always play it!

you can't beat a bargain!

*the Public prefers
THE MILLS CONSTELLATION
the coin box concurs*



Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

FALL '47

By Bill Gersh

All during the rains, drought and torrid temperatures of this past summer, everyone remarked. "Just wait'll Fall comes and, brother, we're going to cut loose, but cut loose like we've never done before."

Perhaps there's a reason. Perhaps a great many retailers and wholesalers who believed that Mr. and Mrs. Johnny Q. Public would continue to chase after them to buy their merchandise are now realizing (suddenly and shockingly) that Johnny and his Missus have stopped chasing after them.

A lot of people in the coin machine industry are undergoing the very same experience. And perhaps they, too, want to get out there and contact Mr. American Coin Machine Operator and show him the way to greater and better profits with today's new equipment:

A lot of new thoughts have come into being in the merchandising of all products — and a great share of it is a return to normalcy. This is good for everyone concerned. This means that all will once again be enjoying the exhilaration of sales achievement and of overcoming competition.

It means, too, that the merchandising world is now returning to normal conditions much faster than was expected by the big-wig economists. The sales boys are beating the bushes once again to get the business they must have to keep their jobs, as well as to assure their factories that production can go on ahead just as rapidly as ever.

Therefore, all look to the Fall season of 1947 as the answer to a great many merchandising problems. Heat was so great and consistent during this past summer that many of the factories, for days on end, allowed their employees to leave at noon and even earlier in some cases. This production lag must be made up this Fall.

"All look to Fall, '47". Well, here it is. Under way, at last. And everyone getting ready for one of the grandest and greatest money-making seasons of all time. This is, therefore, the time when everyone in the industry will awaken to what tomorrow should and can bring, and when that happens — normal times are back again.

Because of the great interest in the Fall season of 1947, *The Cash Box* has moved up its renowned "Fall Special" issue to September 22, 1947. This is the week which is sure to prove one of the most outstanding in the history of the trade.

Already many manufacturers have made reservations for large space in this issue. Some have arranged for

inserts. One manufacturer will have the largest insert in his history appearing in that issue.

There is no doubt that the news and the advertisements which will appear in the issue of September 22, 1947 will in all probabilities, be the answer to the Fall season of 1947.

Many, many coinmen everywhere in the nation are depending on Fall, 1947, to bring back the greatest sales of equipment in the year's business history. Many are also predicting that the sales already made, and those purchases for which they have committed themselves for this Fall season can prove this to be the greatest and most financially successful season of 1947.

This is the time, then, when the industry can go all out — while Indian Summer gets under way — while the heat disappears — and the trade returns to harder work — while production steps up — new ideas are presented — new plans are being made — and all work to one end — for a greater and grander industry — and to the fact that this field has only just started to grow — to make this Fall the most outstanding in coin machine history.

These thoughts are the theme for the "Fall Special" issue of *The Cash Box* which will make its appearance in the trade the week of September 22, 1947.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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BROTHER—CAN YOU SPARE A DAY FOR THE DAMON RUNYON CANCER FUND DRIVE?

Just one working day out of your whole life? Just the time necessary to help put the Coin Machine Industries' Damon Runyon Memorial Cancer Fund drive away over the top?

The one day when everyone of your machines will be plastered with signs telling the players that this one day's receipts will go to the Damon Runyon Memorial Fund for Cancer Research.

This shouldn't prove too hard a job. This certainly won't hurt you in your territory with the public. This should, instead, prove the big boon to you and to all the many people everywhere in the nation who are looking to the proceeds from the Damon Runyon Memorial Fund to carry on ahead to success the great research work which this marvelous fund has started.

Coin Machine Industries, Inc. has already presented its first check to Walter Winchell for \$20,000. This is, as all coin machine men know, but the down payment on the \$1,000,000 which this industry so sincerely hopes to obtain for the Damon Runyon Memorial Fund for Cancer Research.

Brother, can you spare a day for this great cause?

If you can, then why not set the date and WRITE NOW TO — *Ray T. Moloney, National Chairman, Coin Machine Industries, Inc., Damon Runyon Memorial Fund for Cancer Research, 134 North La Salle Street, Chicago 1, Ill.*

Tell Ray the date you've set so that he can count on YOU to help put this great charitable drive AWAY OVER THE TOP!!

Every little bit helps. Every nickel that will enter into your machines for that one day (any day you set) will be completely appreciated and fully welcomed by the Committee for the Damon Runyon Memorial Fund Drive of Coin Machine Industries, Inc. and will be especially blessed by the Damon Runyon Fund people themselves and all those whom this money will help.

It's one day — or — if you feel that you can — make it two or three or more — but — please set that day or days NOW — so that the industry can work with you — can count on

you — and know that YOU are back of the success of this drive one million percent.

There's no one around to force you to give one (or more) days' receipts to the Damon Runyon Memorial Cancer Fund. It's simply a grand investment on your part.

It's the kind of investment in which you can be extremely proud. This is one investment that will help thousands upon thousands of peoples everywhere in this nation.

Remember that 1 out of every 2 families in the U. S. are being hit by cancer. That alone should strengthen your resolve to enter into the Damon Runyon Memorial Cancer Fund with greater foree than you have ever before entered into any charitable move.

Get back of this big drive by CMI. Give everything you can — personally — as your own donation to making this the biggest success in coin machine history — and then arrange for the day or days when your machines will swell your personal donation to make this fund a tremendous success.



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https://archive.org/details/cashbox08unse_47

IT'S EASY...

TO FILL OUT THE COUPON ON
THIS PAGE TODAY AND MAIL TO

Ray T. Moloney

(National Chairman, Coin Machine Division of
Damon Runyon Memorial Fund for Cancer Research)

c/o Coin Machine Industries, Inc.

134 No. LaSalle Street, Chicago 1, Illinois



Dear Ray:

I want to do my share for this great Fund. Here is my personal
donation in the amount of

I am also going to give part or all of the collections from
my machines for (day or days)

Signed.....

Firm

Address

City State

NAT'L TAX COUNCIL N E E D E D Q U I C K

Many New Tax Bills to be Presented to State Legislatures and City Councils During Next Session. All Venders, Jukes and Games Slated for License Hikes in New Revenue Raising Measures. Ops Foresee Need for Council to Help Prevent Further Inequitable Taxation.

NEW YORK—Once again the need for a "National Tax Council", which has been urged upon this industry for over five years by *The Cash Box*, comes to the fore.

In the past few weeks letters have arrived advising that a great many new revenue raising measures are now being prepared and will be presented at the next sessions of state legislatures and city councils everywhere in the country.

These revenue raising bills will include, at least the greater majority of them, new and higher license fees for all types of coin operated equipment. And this will range, from all reports, from peanut venders to juke boxes.

There is no longer any doubt of the fact that one of the very first industries pounced upon by the revenue seekers is always the coin machine field. This has become a sort of annual spree for the politicos.

Each and every year, as the sessions in state legislatures come to order, or city councils are called to meet, someone presents a new bill urging that various types of coin operated equipment be licensed at a far higher rate than what present license fees call for.

This year it is expected that a great many of the juke box coinmen will find themselves facing demand for annual license fees ranging anywhere from \$25 per year to over \$100 per year. Already one legislator has prepared a bill wherein it will ask that every one of the juke boxes in his state be licensed at the rate of \$100 per year.

This does not include the fact that every town, city and village in this same state, according to state law, can then demand at least half that much from the juke boxes in their communities.

This would mean that an operator would be paying \$150 per year, were the bill to pass the state legislature

and also duplicated in the city where his machines are located. And the industry knows that this operator would have to fold up his business and go elsewhere.

These operators as well as organization heads who have written *The Cash Box* regarding these forthcoming tax measures have asked whether the National Tax Council", which was to be put into operation by the industry this past January, 1947, had as yet been created. There has been no news in this regard as yet.

But, the need grows greater each passing day. There is no longer any doubt that the trade will be facing some of the severest and most inequitable tax measures in all of its history these forthcoming legislative sessions.

There is only one way in which an operator, or a group of operators, can be prepared to combat inequitable taxation. They must be given factual data which only a "National Tax Council" can accumulate. They must be helped with reports of former tax measures, how these were defeated, or what happened when they did pass. They must be given advice of tax experts who can work with the operators' attorneys and whoever else comes to the operators' aid. But, without such help, the average operator is absolutely at a loss even how to appeal from inequitable taxation.

Operator after operator has suddenly found himself faced with a tax measure which was so ignorant of his business, that he actually gasped from

sheer astonishment when he read it. Yet, when he called at his local city hall and attempted to bring about some understanding of his own earning capacity and that of the machines he operates, he found himself up against a blank but, nevertheless, a stone wall, which he couldn't budge, for he wasn't able to bring along with him the proper data needed to prove his statements.

A "National Tax Council" would have saved many an operator from carrying the huge tax load he does at present in his community. A National Tax Council" would have entered into the proceedings right along with him, at least to the point of instantly furnishing him with the legal ammunition he required, to overcome some of the tax measures which have been introduced and which have been defeated by associations and operators throughout the country, who proved that most tax bills were not only inequitable, but confiscatory, in many instances.

These precedents are invaluable to all in the industry. A "National Tax Council" could gather them together and have them on file for the benefit of all who may be faced, especially this forthcoming legislative season, with new and higher revenue raising measures.

The answer to one of the most pressing problems which will face a great many in the trade these forthcoming legislative sessions is the instant creation of an active, intelligent and able "National Tax Council".

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

DISTRIBS AGAIN URGE NATIONAL ASSN BE STARTED THIS YEAR

Believe Such Organization Can Eliminate Bootlegging. Claim Distribbs Not Getting Profit Margin Necessary to Compensate for Expense and Effort Involved in Holding Up Peak Sales. Believe Much Better Cooperation With Ops Sure to Result Thru National Group. Urge That Meet Be Called in Chicago This October.

NEW YORK—Once again an active and important group of coin machine distributors is considering the formation of a national association to bring about a great many cures in their division of the industry as well as to eliminate a great many evils which have sprung up during the post-war period.

Last winter, prior to the opening of the 1947 convention doors in Chicago, this same group believed that it was prepared for the creation of a national distributors' association. But, due to certain of its members suddenly deciding not to go ahead with their plan during the convention, the idea was dropped, everyone was hushed up, and the organization never came into being.

In the meantime, bootlegging has run rampant again and a great many distribs, everywhere in the country, are much concerned. They find that this has not only cut into their sales, but has actually dropped their profit margin to a dangerous point.

Others are insistent that the present profit margin they are working on, because of many surrounding circumstances, is too small for them to be able to give the proper sort of sales effort required to hold sales at peak in their territories.

One distrib explained, "With wages for good salesmen at a high point, and with the fact that there must also be a very good commission inducement to make a man travel a territory so that he can be assured a decent living, as well as with the service which has to

be rendered after the sale and all other such factors to be considered in the expense column, we just can't go on with the small margin some of the manufacturers allow us."

He also stated, "Even these small profit margins wouldn't be bad, in many instances, if the bootleggers didn't come around and knock even these down to a point where we must sell at a loss if we are to sell at all. There's no firm in the country that can go on ahead on this basis. But, by the creation of a national organization, a great many of these things can be straightened out, and we would all be in a better business. And," he continued, "better able then to cooperate with everyone of the operators in our territories, giving them bigger trade-ins, and also arranging for them to get the finest service."

These men are of the belief that a meeting should be called in Chicago this October and that everyone of the nation's distributors should be present.

One of the men said, "There will be no conflict because of the different types of equipment we handle. Today, almost every music distributor also handles vending machines and games. This makes a lot of our problems easier to solve. Those who specialize in games or juke boxes or vending machines or service equipment, would

find it to their advantage to tie in with us. The distributor handling more than one kind would be able to work with the man who handles only one type."

Altho it is a well known fact that the greater majority of the nation's distributors favor a national association, so far few of them have made any moves to arrange for such an organization to come into being.

Some months ago a group of distribs met in Chicago, discussed plans, and left the meeting highly pleased. But, nothing ever came of it.

There was lots of talk and rumor floating about the industry regarding the meeting and then all this, too, died away. Since then no further efforts have been made to tie the distribs together into a unit so as to eliminate a great many evils now being endured by all of them.

The new move, which has now started may be successful. But, this will require much effort and expense on the part of certain individual distributors. The results may be that, if these individuals get no favorable response to their efforts, they may again drop the entire matter and continue on the present, unprofitable basis.

It will be interesting to all in the trade to watch further developments and see whether the distribs can come together into a national organization.

INSTEAD OF CLUCKING...

**Why Not Try Working,
Thinking, Fighting,
Winning—That's The
American Way!**

NEW YORK — Stop clucking! Stop complaining! Stop telling everyone you meet how "lousy" things are!

The American way is to go in there fighting, thinking, working—and winning! That's what made this industry—and all this country—great!

That's the sort of thing that will make YOU great—if you follow the principle of bouncing right back without a second's hesitation when you're knocked down.

Everyone gets knocked down every so often. That's only to be expected. It's human. No one can hold out on top day after day, week after week, month after month and year after year—without taking one rap on the chin.

There never was a fighter who was so clever, he, too, didn't have to take some bangs on his jaw. Take guys like Benny Leonard whom all the sports writers eulogize—and tell you how very, very clever and scientific he was—but Leonard, too, admitted he had taken many a punch which almost wrapped him around the ring posts.

Brother, you've got to take some punches. That's life. That's what makes you enjoy the better things when you get there. You enjoy them all the more. You know you've been thru hell—to victory.

Stop clucking—with your nose pressed down deep in the feeding trough. You're doing a great job. You're going ahead. You must have expected some one season to slow down just a little bit. You must have realized that the whole blamed world wasn't just out there working for you, and you only.

The best way—the one way—is to go in there fighting and be sure of win-

ning, because of good, solid, logical thinking and plenty of courageous fighting.

There is no reason on earth why you shouldn't make good—if you'll get up off that soft chair and go out there and — WORK — WORK HARD — WORK LIKE YOU WANT TO WIN — and work as if work means everything in the whole wide world to you. That's the answer to a helluva lot of the clucking you and I and everyone else have been hearing. WORK is the answer. WORK, and thinking, and fighting and WINNING.

Do it the American way. With a smile, with guts, with lots of good thinking power back of every move you make. With belief and faith and confidence in yourself, that you're going to WIN — AND WIN YOU MUST!

All this talk, talk, talk — clucking, clucking, clucking — about this and that and everything else being lousy and no good and on its way to hell—that doesn't help you or anyone else. It never will. It wasn't meant to. It's the sort of thing you expect from weaklings. From guys who have no guts. Who are afraid. Who won't face facts.

Do things the American way. Get out there and fight. And, when you run up against a problem—think it out. Break it down, logically. Answer it, truthfully.

Do the job the way you would want

the other guy to do it for you. Get next to yourself. Stop kidding yourself. You're not hurt. You're in the one and only nation on earth on which all other nations that make this world are depending to save them.

You're in a grand position to do things. You're giving people relaxation and entertainment and belief and hope and confidence in themselves—because of this relaxation. You've got something to really SELL to America. Now sell it to YOURSELF, your locations, and then go out and WIN!!

These cluckers aren't doing anyone any good. How can they? They're only in there because they're tiny things, and afraid of today, and especially tomorrow. Because they have a couple of bucks invested in something they don't know how to SELL, or to control, or to get patronage for, or to even APPEAL with to all the people.

You should be different. You should do things in the American way. You should WORK HARD and FIGHT HARDER and THINK QUICKER and LAUGH EASIER and COME BACK FASTER than anyone else in all the countries in the world. Make this industry, YOUR BUSINESS, the greatest and grandest and most successful in all the world.

INSTEAD OF CLUCKING — just try WORKING, THINKING, FIGHTING, WINNING — THAT'S THE AMERICAN WAY!

JUKE BOX ASSNS WELCOME "The Cash Box" SECOND ANNUAL DISKS & ARTIST POLL

Full Cooperation Offered By Nation's Juke Box Ops' Associations to Gather Votes From All Members. Second Annual Poll to Ascertain Best Money-Making Records and Most Outstanding Artists of '47. Will Be Most Complete Poll in Automatic Music History.



ALBERT S. DENVER

President of the Automatic Music Operators Association of New York



LE ROY STEIN

President of the Music Guild of America, Newark, N. J.



JACK COHEN

President of the Phonograph Merchants Association of Ohio, Cleveland, O.



JACK MULLIGAN

President of the Phonograph Owners Assn. of Western Pennsylvania, Pittsburgh, Pa.



GEORGE A. MILLER

Managing Director of the California Music Operators Assn., Oakland, Calif.



E. JAY BULLOCK

Managing Director of the Southern California Music Operators Assn., Los Angeles, Calif.



WILLIAM L. KING
President of the Phonograph Owners Assn. of Eastern Pennsylvania, Philadelphia, Pa.



RAY CUNLIFFE
President of the Illinois Phonograph Owners Assn., Chicago, Ill.



C. S. PIERCE
President of the Wisconsin Phonograph Operators Assn., Milwaukee, Wis.



COL. R. E. L. CHOATE
Managing Director of the Alabama Music Operators Assn., Montgomery, Ala.

NEW YORK—From clear across the nation, music operators' associations rushed to answer the call of *The Cash Box* for complete cooperation in the Second Annual Poll of the Automatic Music Industry of America. Everyone of the heads of juke box ops' organizations instantly reported that they would make it their business to have all their members vote in the poll to choose the best records and the most outstanding artists of 1947.

At press time, some pictures of organization leaders weren't engraved as yet. These will be reproduced at a later date with the statements from the leaders of these organizations.

With the poll's beginning as yet a few weeks away (September 22, "Fall Special" issue of *The Cash Box*) it is already guaranteed that this will be the most outstanding vote contest ever conducted in the history of the Automatic Music Industry of

The manner in which the largest juke box organizations thruout the nation rapidly offered their complete cooperation assures an almost 100% vote in this Second Annual Poll sponsored and conducted exclusively for the Automatic Music Industry of America by its chosen publication, *The Cash Box*.

Many of the association leaders expressed great enthusiasm for this second annual poll. Jack Cohen of Ohio wrote, "Congratulations to *The Cash Box* for the fine job it is doing in bringing the attention of the members of ASCAP and NAPA to the important job the juke box industry is playing in promoting tunes and recordings. You can rest assured that our association will back up *The Cash Box* 100 per cent."

A letter from C. S. Pierce of the Wisconsin operators reads, "I think your poll idea is splendid. It gives every operator, at a glance, the tunes and artists who bring in the most nickels to the juke boxes in the entire United States. We assure you of Wisconsin's complete cooperation."

LeRoy Stein of the Music Guild of America stated, "Count in our entire membership for complete cooperation to the poll. Cards will be distributed to our big general meeting in September."

In short, from near and far, from everyone of the leaders of the juke box industry, have come letters of cooperation and congratulation for this Second Annual Poll of the Automatic Music Industry of America which is annually and exclusively conducted and sponsored by *The Cash*

Box.

The tunes and the artists for which the juke box owners will vote as their "best" will be the ones who will receive the beautiful engraved "Oscars" annually given to the record manufacturers, artists and publishers by *The Cash Box* at its own expense.

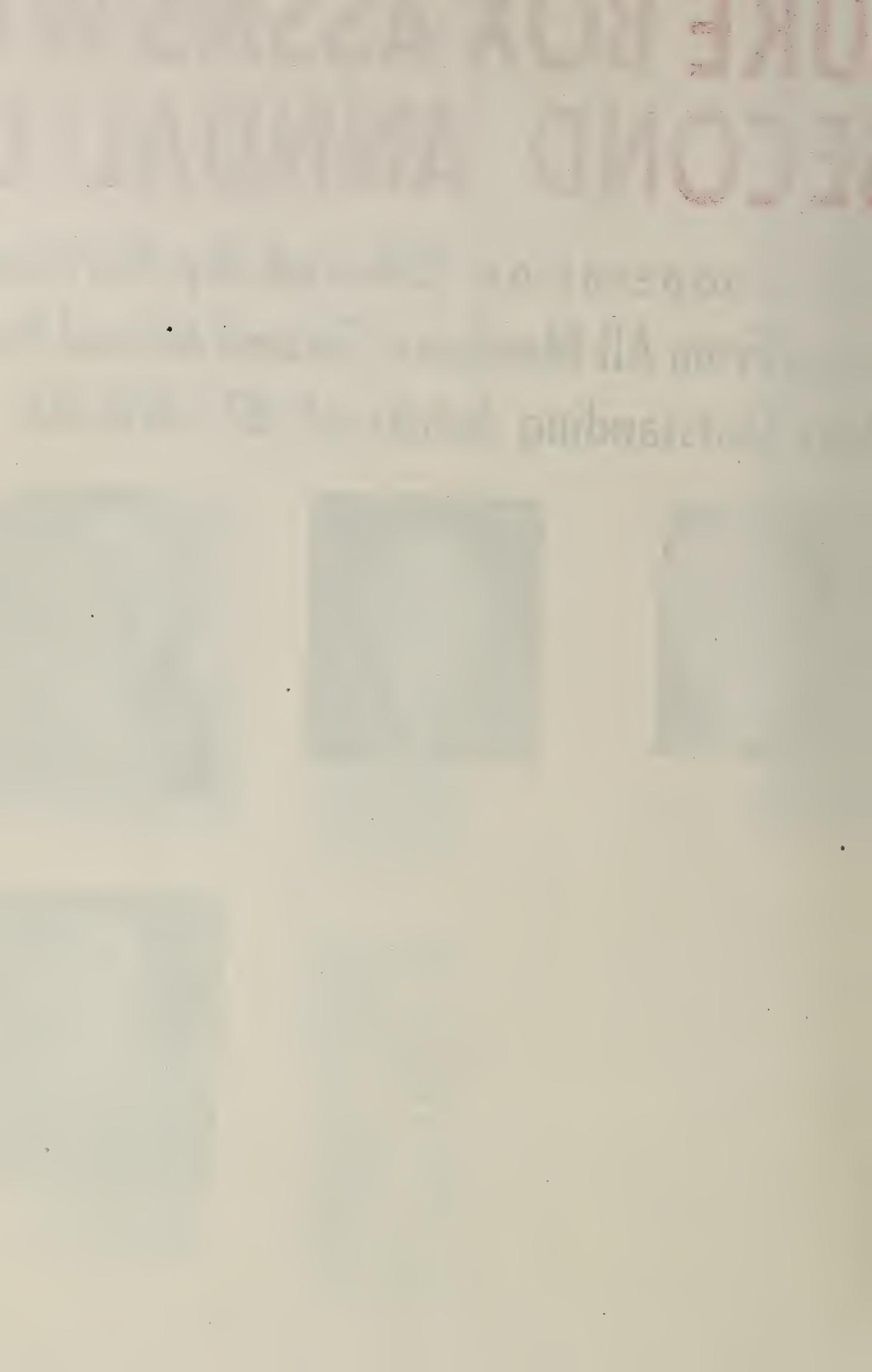
This year, with all in the juke box industry so completely interested in this Second Annual Poll, there is no doubt but that the "best" will win. The poll gets under way on Septem-

ber 22, 1947 beginning with the "Fall Special" issue of *The Cash Box*.

As such organization leaders, Albert S. Denver, New York; LeRoy Stein, Newark, N. J.; Jack Cohen, Cleveland, O.; Jack Mulligan, Pittsburgh, Pa.; George A. Miller, Oakland, Calif.; E. Jay Bullock, Los Angeles, Calif.; Wm. L. King, Philadelphia, Pa.; Ray Cunliffe, Chicago, Ill.; C. S. Pierce, Milwaukee, Wis.; Col. R. E. L. Choate,

Montgomery, Ala.; Morris Goldman and George Skinas of Detroit, Mich. and many, many others enter actively into obtaining votes for the records and artists which produced the greatest amount of nickels in the juke boxes and other automatic music equipment of America, there is sure to be one of the most complete and outstanding, fair and impartial polls

ever conducted in all music history. A resume of all the outstanding hit tunes which appeared in *The Cash Box* weekly charts during the year will be reprinted in a forthcoming issue for the benefit of all the juke box industry to refresh the memories of all the music ops as to the records and the artists which brought the most nickels into their equipment.





THE CASH BOX

381 FOURTH AVENUE
NEW YORK (16), N. Y.



USE THIS PREPAID POSTCARD TO LIST
YOUR TEN TOP TUNES FOR THE WEEK

NAME OF RECORD HERE

ARTIST OR BAND HERE

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

**WHAT RECORDS NOT LISTED ABOVE ARE
"COMING UP" IN YOUR AREA**

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.



AL—ALADDIN	EX—EXCELSIOR	OU—QUEEN
AP—APOLLO	J8—JUKE BOX	RA—RAINBOW
AR—ARISTOCRAT	KI—KING	SI—SIGNATURE
BU—BULLET	MA—MAJESTIC	SO—SONORA
BW—BLACK & WHITE	ME—MERCURY	ST—STERLING
CA—CAPITOL	MG—M-G-M	SW—SWANK
CN—CONTINENTAL	MN—MANOR	TO—TOP
CO—COLUMBIA	MO—MODERN MUSIC	TR—TRILON
CS—COAST	MU—MUSICRAFT	UA—UNITED ARTIST
DE—DECCA	NA—NATIONAL	VI—VICTOR
DEL—DELUXE		VT—VITACOUSTIC
DI—DIAMOND		
EC—EXCLUSIVE		

1 PEG O' MY HEART

This ditty heads the list for all honors as it garners the top spot for the tenth consecutive week.

AL-537—Al Gayle Harmonicords
CA-346—Clark Dennis
CO-37392—Buddy Clark
DE-25075—Glenn Miller O.

DE-23960—Eddy Heywood O.
DE-25076—Phil Regan
DEL-1080—Ted Ma Ti
MA-7238—Danny O'Neil
ME-5052—Ted Weems

MG-10037—Art Lund
NA-9027—Red McKenzie
SI-15119—Floyd Sherman
VI-20-2272—The Three Suns
VT-1—The Harmonicats

2 THAT'S MY DESIRE

Moves up one notch this week, with ops reporting this oldie a steady winner.

AP-1056—Curtis Lewis Trio
CA-395—Martha Tilton
CN-6048—Golden Arrow Quartet

CO-37329—Woody Herman
DE-23866—Ella Fitzgerald
ME-5007—Frankie Laine
MG-10020—Art Mooney

MN-1064—The Cats & The Fiddle
MO-147—Hadda Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Sammy Kaye

3 FEUDIN' & FIGHTIN'

Continues to rise in the face of pop tunes flooding the market. Ops just love this one.

CA-B443—Jo Stafford
CO-37189—Dorothy Shay
DE-23975—Bing Crosby
MA-12011—Georgia Gibbs

ME-6049—Rex Allen
MG-10041—Kate Smith
VI-20-2313—Tex Beneke O.

4 SMOKE, SMOKE, SMOKE

In second place last week, the cigarette song runs into the fourth slot with continued heavy play.

CA-40001—Tex Williams

DE-24113—Lawrence Welk Orch.
VI-20-2370—Phil Harris

5 THE LADY FROM 29 PALMS

Zooms into the fifth spot this week after its first appearance on the bottom. Sked this song as a sure coin winner on your machine.

CO-37562—Tony Pastor O.

DE-23976—Andrews Sisters
VI-20-2347—Freddy Martin O.

6 NEAR YOU

The sensational rise of this one merits its first showing in the number six spot, with ops running high and wide to buy the disk.

BU-1001—Francis Craig
CA-452—Alvino Rey O.

CO-37838—Elliot Lawrence O.
DE-24171—Andrews Sisters

VI-20-2421—Larry Green O.

7 I WONDER WHO'S KISSING HER NOW

Repeats its position of last week, with flicker play hypoing the juke spinning.

AP-1055—Four Vagabonds
CA-433—Dinning Sisters
CO-37544—Ray Noble O.
CS-8002—Jack McLean O.
DE-24110—Danny Kaye
DE-25078—Ted Weems

DE-1512—Dick Robertson O.
DEL-1036—Joe Howard
DI-2082—Jerry Cooper
MA-6013—Foy Willing
RA-10002—Marshall Young

SI-15057—Bobby Doyle
SO-2012—D'Artega O.
VI-25-0101—Jean Sablon
VI-20-2315—Perry Como
VI-26-329—Wayne King O.

8 TIM-TAYSHUN

In fifth place last week this classic drops a few here. Peak play being reached by ops throughout the middle west now.

CA-412—Red Ingle & Jo Stafford
VI-20-2336—Hollywood Hillbillies

9 WHEN YOU WERE SWEET SIXTEEN

Plug tune with three hit records on it drops to the number nine spot after a sensational ride in ops boxes throughout the nation.

CO-37803—Dick Jurgens O.
DE-23627—The Mills Brothers
VI-20-2259—Perry Como

10 I WISH I DIDN'T LOVE YOU SO

Pegged by The Cash Box reviewers over four months ago, this one just blossoming now with big things in the wind for it.

CA-409—Betty Hutton
CO-37506—Dinah Shore

DE-23977—Dick Haymes
MA-7225—Dick Farney

MG-10040—Helen Forrest
VI-20-2294—Vaughn Monroe

THE CASH BOX

Record Review

"My Silent Love"**"Pic-A-Nic-In"****BILLY BUTTERFIELD ORCH.****(Capitol 457)**

● Man with a horn of glowing vibrant tones, with ork to match does hit bit for the juke op with a pair of tunes that should net neat play on a host of phonos. Billy Butterfield sends vocalist Tommy Taylor to the mike to do the popular "My Silent Love," and the pitch this music makes sounds like coin in a barrel. Altho Tommy's vocal efforts cannot be rated to stop a clock, the balladeer has the tone and quality that fit this piece. On the backing with a novelty stunt titled "Pic-A-Nic-In", a tune currently enjoying peak plugging, the maestro sends chirp Pat O'Connor and Tommy Tyler to the podium for this bit. Ditty carries clever lyrics, and is offered in the light mood rapidly becoming so popular. Both sides are attractive platters, and should make excellent material

"Civilization"**"Forsaking All Others"****LOUIS PRIMA ORCH.****(Victor 20-2400)**

● First Prima platter out of this diskery's wax works is primed for peak play from the many fans ole' Louis has. Wailing the effective wordage to this jungle story in humored manner, maestro Louis utilizes his nasal tones and special effects from the boys in the band to best advantage here as he wails "Civilization." Mocking our present day status, Louis spills the lyrics in pleasant fashion, while the crew make merry mayhem behind him. On the flip with a ditty off the deep end, maestro Louis comes in for a spot with chirp Cathy Allen to chirp "Forsaking All Others." Music is mellow and makes for fairly attractive filler material in your phono. Vocal work displayed by Cathy shines to score and altho the platter itself won't stop traffic, it nevertheless deserves your listening time.

"Penguin At The Waldorf"**"The Glow Worm"****FRANKIE CARLE ORCH.****(Columbia 37567)**

● Music styled in the light manner and aimed at those dining spots are these sides offered by the renowned Frankie Carle orchestra. Frankie's ivory fingering spells scintillating melody throughout the waxing of "Penguin At The Waldorf", while the entire ork comes in to fill the air with tingling tones on the flip, "The Glow Worm." Topsid ditty spins in slow metro with the emphasis on the light air. Disking resounds of a penguin tripping his merry way thru the cookie. On the backside with the tempo picked up a bit, Frankie and the boys make merry music to the familiar tones of "The Glow Worm." Ops having wired music locations should do tremendously well with this pairing—add to that the widely recognized name of Carle and you have a potential coin culler.

"Big Fat Momma"**"Thrill Me"****ROY MILTON ORCH.****(Specialty 518)**

● Royal crew of jazz hounds clicking from coast to coast with every hunk of wax they turn out, have the makings of more hit material with this duo titled "Big Fat Momma" and "Thrill Me." The merry Roy Milton ork offer the topside ditty in rip tempo with maestro Roy coming in to wail the familiar wordage. The ditty, a coin culler when offered several years back, looks to repeat and with the adage being that good music never dies; this cookie holds the line throughout. On the backside with a ditty in the deep blue vein, Camille Howard grabs the spot to do "Thrill Me." Both sides are aimed at race spots, and ops needing moola music should by all means grab this pair.

DISK O'THE WEEK**"That's What Your Heart Is For"****"One Little Tear Is An Ocean"****ARTIE WAYNE****(Majestic 1168)****ARTIE WAYNE**

● Keep your eyes peeled on this kid! The writer of "Mahzel" comes up with another clickeroo and adds his wonderful voice to the tune making this hunk of wax a prize package all wrapped up waiting for a barrel-full of coin play. It's Artie Wayne wailing the pleasing wordage to "That's What Your Heart Is For" and "One Little Tear Is An Ocean." That both sides are sure-fire hit material will be attested to once you've heard this thing. The top deck adds the novel in unique recordings, since the diskery has actually caught the refrain of the human heart on wax. Altho the stuff can stand by itself and still rate a 21 gun salute, the heartbeat therein should make for more coinage. Artie's pleasant voice adds charm and flavor to the cookie and should win the praise of zillions of phono fans. The backing shows up in high mood, with the balladeer garnering the market on spotlights. "One Little Tear Is An Ocean" should zoom to the top of the heap, since the treatment Artie lends the ballad is tops. Get next to this pair by all means!

"Wrap Your Troubles In Dreams"**"Stardust"****LOUIS ARMSTRONG ORCH.****(Columbia 37808)**

● The inimitable Satchmo—and there only is one—strengthens his hold on the music populace with this disk of a pair of oldie jazz classics that should be appreciated by every music lover the world round. Louis picks 'em up and lays 'em down, as he horns his way thru "Wrap Your Troubles In Dreams". The ditty itself, always a favorite with jazz stylists is bound to meet the favor of the zillions of Armstrong fans throughout the nation. With the score resounding in New Orleans beat, and the crew backing him in fine style, Louis' warbling and finger movements are really something to get next to. On the flip with a ditty carrying more moxie than hundreds of pop tunes. Louis displays his fine wares on the ever-loving "Stardust." Tempo and background ditto the top deck with maestro Satchmo coming in to score again. You've got the spots—this disk deserves a slot.

"Strange What A Song Can Do"**"My Friend Irma"****HARRY JAMES ORCH.****(Columbia 37810)**

● Music made to charm and soothe the most ardent music lover are these offerings out of the mellow trumpet of Harry James, and mellow it is throughout. Displaying his easy going mood full of vibrant passages, thrush Marion Morgan joins with Harry to render the meaningful wordage to "Strange What A Song Can Do." Marion's vocal efforts win praise from this corner and will undoubtedly win the favor of so many operators. On the flip with a piece tailor made for the college campus and the ice-cream parlor, "My Friend Irma" steps into the picture in the personage of canary Marion Morgan, and the mellow riff this ditty notes shapes up like a sure coin winner. Natch the metro is happy throughout, with Marion wailing 'bout that versatile gal. Both sides show bright, with "Strange What A Song Can Do" nabbing the nod.

"I Have But One Heart"**"The Lady From 29 Palms"****THE PIED PIPERS****(Capitol 460)**

● Pair of ditties clicking in virtually every phono in the nation are offered here by The Pied Pipers, and with the following combo have you're bound to cash in on this disk. Wailing the effective wordage to "I Have But One Heart" on the top deck, the crew blend well behind a background furnished by the Ernie Felice Quartet. The music making division of this biscuit keeps the metro and noise down to a minimum, while the group's piping is done in smooth, somber tones. Ditty of this sort reaches way out wide and this version is bound to put you in that romantic mood. On the other deck with some gay and happy moments, the Pipers switch to "The Lady From 29 Palms", a slab of wax that's bound to drag in the buffalo hide. Wordage is slanted toward the gold-digger angle making this disk add up to repeated coin play all the way.

"Stanley Steamer"**"When You Got A Man On Your Mind"****JO STAFFORD****(Capitol 454)**

● It's not Cinderella G. Stump this time, but the thrush of juke fame Jo Stafford to the mike doing a ditty that is bound to catch on to many in the near future. From the forthcoming MGM flicker "Summer Holiday", chirp Jo steps out to do a cutie that will have grandpop swinging to its rhythm. Jo wails the pleasing and catchy lyrics to "Stanley Steamer" here, and with the wonderful styling of the Paul Weston ork and the Starlighters backing our vocal lass the platter should wind up on top. Tempo spins in fast movement while the vocal combo pitch in to blend with Jo throughout. On the backside with some sharps and flats in the blue theme, Jo renders "When You Got A Man On Your Mind." Her version of this moody wax affair shapes up for pleasant listening time, and operators catering to those spots that go off the deep end, should find this side meat to eat.

THE CASH BOX

Record Review

"If It's True"**"Ooh La La"**

COOTIE WILLIAMS ORCH.

(Majestic 1165)

● Band with lots of meat and bounce behind it, and long missing from the phonos with a clickeroo come up with a tune that may reestablish their name as a top crew in the juke trade. Knocking out some stuff in the person of an oldie, Cootie shows piper Billy Mathews in fine style doing "If It's True." You'll warm up to Billy from the moment you grab the first note out of his tonsils, and come back for more later on: Billy's fine baritone is really something to be heard. And if you've got the spots that love to reminisce, they'll go for this thing in a big way. On the backing with some Parisian, the crew and pitch man Bob Merrell spill "Ooh La La". With the beat in merry gait throughout the waxing, and the wordage spinning around the title and a gal, the cookie shapes up as a number for those hep jazzophiles in the race spots. One for the money is the oldie.

"It Takes A Long Train With A Red Caboose"**"Do A Little Business On The Side"**

DINAH SHORE

(Columbia 37840)

● Where they flock heavy for the Dinah Shore fans, they'll flock equally as heavy for this disk. Chirp Dinah holds the forefront on this duo as she spoons to the time of "It Takes A Long Train With A Red Caboose" on the top deck, and switches to the lighter vein with "Do A Little Business On The Side." Topside tune makes for pleasant listening moments, with the chanteuse cooing in whispered voice of that supreme pleasure bending spot. It's dreamy blue material throughout, and although the waxing won't raise the roof, it's Dinah at her best. On the other deck with "Do A Little Business On The Side", that's just what you'll do with this number. In the lighter frame, Dinah's pleasing tones match the music the Sonny Burke ork come out with. Both sides are there for the asking.

"On Time"**"Money Is Honey"**

MARY ANN McCALL

(Columbia 37590)

● Oh can this kid chirp! It's Mary Ann McCall purring soft and sweet like a kitten, and the way the gal does it, "On Time" makes you wanna set right down and throw jitney galore into any phono. In toned down mood with the emphasis on pure listening pleasure, Mary chirps the pretty wordage behind a background of velvet furnished by the Ralph Burns ork. Paced slow, with Mary cooing under a soft setting, the cookie stacks up high from this corner. Spots that love to listen and enjoy good music at its best will undoubtedly want this and more. On the backing with a message of merry note, the canary pipes the lilting phrases of "Money Is Honey." Background picks up to boogie beat, which is bound to have the jittering crowd just jumping mad in those ice cream parlors. Ditty spins around the title, with Mary's vocal work shining like a beacon. Get next to this pair—by all means!

SLEEPER OF THE WEEK**"The Wildest Gal In Town"****"On The Boulevard Of Memories"**BILLY ECKSTINE
(MGM 10069)

BILLY ECKSTINE

● If you need a platter that carries more meat and weight, and shows heavy signs of winning than a host of tunes we've heard in many a moon—get next to this disk. The Bronze Balladeer of Song, Billy Eckstine, behind a superb background of incidental music furnished by the Hugo Winterhalter ork grabs the lime-light as he pipes "The Wildest Gal In Town" and "On The Boulevard Of Memories." There are no A or B sides to this platter, it's a smash disk if ever there was one. Billy's tone and paced treatment that he gives with on the former is so well knit that he is bound to stop and make every music lover ask for more. Spinning in the mellow slow mood, just made for dancers the full throated vocal that Billy gives out with will have his fans in a dither. On the other deck Billy repeats to score like a spade flush, with "On The Boulevard Of Memories." Where they like good music at its best, they'll go for this one in a heavy way.

"Christmas Dreaming"**"Ya Shure You Betcha"**

DENNIS DAY

(Victor 20-2377)

● Pitching his blended pipes in the direction of music ops the nation round, balladeer Dennis Day offers the first of a host of brand new Xmas tunes soon to be found flooding the market. Wailing the effective wordage to "Christmas Dreaming," Dennis shows the smooth manner of voice that has earned him the high reputation he holds. The ditty in the gay and far off dreamy blue is favorable as the wax stands, while instrumental backing furnished by the Charles Dant orchestra shows the piper up in fair mood. On the backing with a ditty aimed at those tavern spots way out in the middle west, Dennis uses a novel approach to the tune titled "Ya Shure You Betcha". As the label indicates, this hunk of wax is aimed at those folks that go in for Swedish dialect rhythm, and the choir boys' spooning shapes up to meet most any demand.

"Every So Often"
"Come In Out Of The Rain"
 DELTA RHYTHM BOYS
 (Victor 20-2365)

● Vocal combo with heavy following step out here to do a pair that are bound to meet with heavy favor in many a location. Spooning the mellow wordage to this moon in June music, the combo stack up high as they offer in pleasing tones "Every So Often." And it's every so often that a group turn out a job as fine as this. With the biscuit aimed at both race and pop spots, ops are bound to reap harvest with this one. On the backside with "Come In Out Of The Rain," a tune currently enjoying peak play in many a spot, the group once again demonstrate their fine adaptation to music in the blue refrain. Where they go heavy for rounded notes, they'll go for this platter.

"Tennessee"
"Our Hour"
 BLUE BARRON ORCH.
 (MGM 10058)

● More stuff ogling the chamber of commerce is this affair by the Blue Barron ork, and surprisingly enough the ditty comes out with lots of spunk and stuff behind it. A novelty hunk of wax, done up in top manner by the crew, chirp Babs Ryan handles the vocal chimes in effective fashion as wails "Tennessee". That the folks of that state will go for this one is fairly evident. Styling is pleasant and makes for lots of kicks. On the flip with the puppy love song, the ork gather to spin out "Our Hour". This one should have the kids from 6 to 60 howling, as the chorus wail, bark, and chirp the cute wordage. Both sides are attractive and deserve your listening time.

"Just An Old Love Of Mine"
"The Old Piano Tuner"
 TOMMY DORSEY ORCH.
 (Victor 20-2371)

● The Tommy Dorsey ork offer a pair of sides that ops may use to good advantage here with their rendition of "Just An Old Love Of Mine," and "The Old Piano Tuner." Featuring choir boy Stuart Foster on the pair the wax echoes coin play in every respect. Topside tune in toned down mood shows the piper in fair fashion, while chirp Lucy Ann Polk and the Town Criers join Stuart in handling the tonsil department. Orchestral backing shows well enough, and altho the platter is nothing to rave about, it nevertheless should reap harvest where the Dorsey fans flock heavy. On the flip with a new tune, Stuart grabs the lime again to wail the romantic refrains to "The Old Piano Tuner." Tempo is slow with the wordage beating a path around the title. Both sides are adequate material and can be used as fillers in your machine.

"The Stars Will Remember"
"Emperor Waltz"
 SKITCH HENDERSON ORCH.
 (Capitol 455)

● Borrowing a note out of the blue, the well known Skitch Henderson ork come up with a tune that may put them back into the forefront of the music world. Showing piper Glen Sterling on this cupiditty with wordage to match, maestro Skitch offers "The Stars Will Remember," and does so in such mood as to egg on heavy coin play. Altho Glen's tonsil work does not come up to top par, the material within the song itself is enough to warrant your listening time here. On the flip with stuff from the masters, Skitch shows some fine piano styling as he plays "The Emperor Waltz." Adapted from Johann Strauss, the piece gets some fine treatment by the Henderson crew and if you have spots that go for this sort of material, you'll want to get next to this version.

UKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FOR THE WEEK OF SEPTEMBER 8, 1947

New York

- COME TO THE MARDI GRAS (Freddy Martin)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- I HAVE BUT ONE HEART (Frank Sinatra)
- CUMANA (Freddy Martin)
- I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)
- DON'T TELL ME (Margaret Whiting)
- THE LADY FROM 29 PALMS (Andrews Sisters)
- PEG O' MY HEART (The Harmonicats)
- TIM TAYSHUN (Red Ingle)
- I WONDER WHO'S KISSING HER NOW (Perry Como)

Minneapolis, Minn.

- THAT'S MY DESIRE (Frankie Laine)
- TALLAHASSEE (Bing Crosby)
- I WONDER WHO'S KISSING HER NOW (Perry Como)
- PEG O' MY HEART (The Harmonicats)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- THE LADY FROM 29 PALMS (Freddy Martin)
- IVY (Vaughn Monroe)
- APPLE BLOSSOM WEDDING (Eddy Howard)

Wichita, Kansas

- OH! MY ACHIN' HEART (The Mills Bros.)
- BEWARE (Louis Jordan)
- IVY (Vic Damone)
- PEG O' MY HEART (The Harmonicats)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- NEAR YOU (Francis Craig)
- ACROSS THE ALLEY FROM THE ALAMO (Stan Kenton)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- TIM TAYSHUN (Red Ingle)
- SMOKE, SMOKE, SMOKE (Tex Williams)

San Antonio, Texas

- THAT'S MY DESIRE (Hadda Brooks)
- PEG O' MY HEART (The Harmonicats)
- I WONDER, I WONDER (Guy Lombardo)
- ASK ANYONE WHO KNOWS (The Ink Spots)
- TALLAHASSEE (Bing Crosby)
- I WISH I DIDN'T LOVE YOU SO (Betty Hutton)
- THE LADY FROM 29 PALMS (Andrews Sisters)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- TIM TAYSHUN (Red Ingle)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)

Chicago

- THAT'S MY DESIRE (Frankie Lane)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- I HAVE BUT ONE HEART (Vic Damone)
- PEG O' MY HEART (The Harmonicats)
- TALLAHASSEE (Bing Crosby)
- IVY (Vaughn Monroe)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- ASK ANYONE WHO KNOWS (Eddy Howard)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- THE LADY FROM 29 PALMS (Andrews Sisters)

St. Louis, Mo.

- NEAR YOU (Francis Craig)
- OH! MY ACHIN' HEART (The Mills Bros.)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- GREEN EYES (Barclay Allen)
- NAUGHTY ANGELINE (Art Lund)
- KATE (Art Lund)
- AIN'TCHA EVER COMIN' BACK (Frank Sinatra)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- JUST PLAIN LOVE (Eddy Howard)
- WHAT YOU DON'T KNOW WON'T HURT YOU (Frank Sinatra)

Sioux Falls, S. D.

- FEUDIN' AND FIGHTIN' (Jo Stafford)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- THAT'S MY DESIRE (Sammy Kaye)
- TIM TAYSHUN (Red Ingle)
- RED SILK STOCKINGS (Sammy Kaye)
- I WONDER, I WONDER (Guy Lombardo)
- CHI BABA CHI BABA (Perry Como)
- IVY (Vic Damone)
- CECILIA (Jack Smith)
- PEG O' MY HEART (The Harmonicats)

Omaha, Nebr.

- PEG O' MY HEART (The Three Suns)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- THAT'S MY DESIRE (Frankie Laine)
- TIM TAYSHUN (Red Ingle)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- I WONDER WHO'S KISSING ME NOW (Perry Como)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- I WONDER, I WONDER (Eddy Howard)
- ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
- THE LADY FROM 29 PALMS (Andrews Sisters)

Los Angeles

- NEAR YOU (Francis Craig)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- THE LADY FROM 29 PALMS (Freddy Martin)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- PEG O' MY HEART (The Harmonicats)
- COME TO THE MARDI GRAS (Freddy Martin)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- CUMANA (Barclay Allen)
- BLACK & BLUE (Frankie Laine)
- BY THE LIGHT OF THE STARS (Frankie Laine)

Salisbury, N. C.

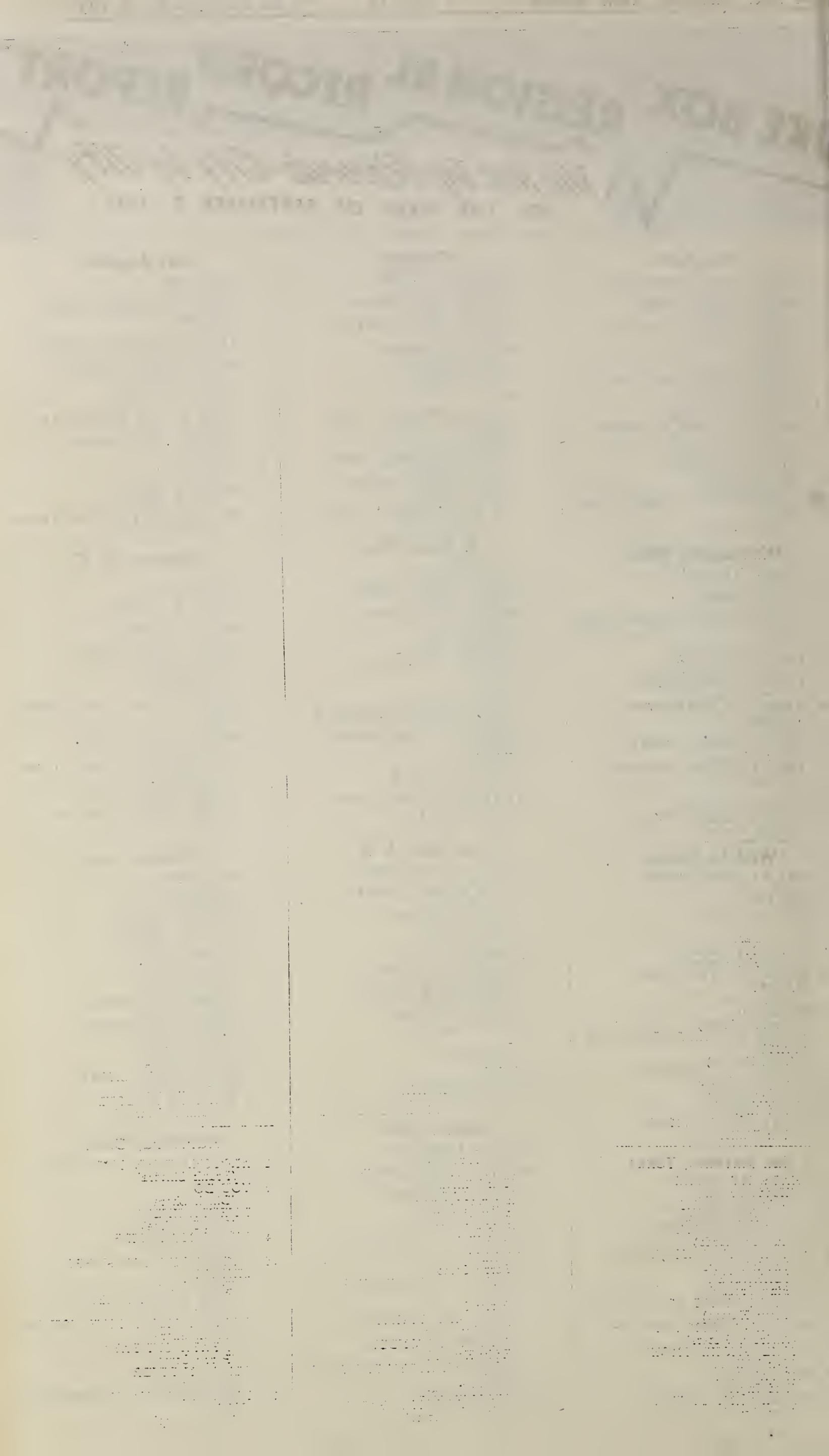
- NEAR YOU (Francis Craig)
- PEG O' MY HEART (Three Suns)
- THAT'S MY DESIRE (Sammy Kaye)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- TIM TAYSHUN (Red Ingle)
- I WONDER WHO'S KISSING HER NOW ((Perry Como))
- FEUDIN' AND FIGHTIN' (Jo Stafford)
- YOU SURE LOOK GOOD TO ME (The Big Three)
- CHI BABA CHI BABA (Perry Como)
- I WISH I DIDN'T LOVE YOU SO (Vaughn Monroe)

Columbus, Ind.

- TIM TAYSHUN (Red Ingle)
- THAT'S MY DESIRE (Frankie Laine)
- PEG O' MY HEART (The Harmonicats)
- CHI BABA CHI BABA (Louis Prima)
- I NEVER KNEW (Sam Donahue)
- I WONDER, I WONDER (Eddy Howard)
- FEUDIN' AND FIGHTIN' (Dorothy Shay)
- BLOOP BLEEP (Frank Loesser)
- SMOKE, SMOKE, SMOKE (Tex Williams)
- I WANT TO BE LOVED (Savannah Churchill)

Hartford, Conn.

- AIN'TCHA EVER COMING BACK (Frank Sinatra)
- YOU DO (Dinah Shore)
- I NEVER KNEW (Sam Donohue)
- THAT'S MY DESIRE (Frankie Laine)
- WHEN YOU WERE SWEET SIXTEEN (Perry Como)
- I HAVE BUT ONE HEART (Frank Sinatra)
- I WISH I DIDN'T LOVE YOU SO (Dinah Shore)
- CHI BABA CHI BABA (Perry Como)
- OLE MAN RIVER (The Ravens)
- I WONDER WHO'S KISSING HER NOW (Perry Como)





It's not very often that this ink stained character gets a chance to visit opening nights and the like. Well, I took one in this past week and have only one word to describe a thrilling performance by a great group of artists. Socko! It was Mel Torme and Ray McKinley and crew opening at Frank Dailey's Meadowbrook in Cedar Grove, N. J. Mel literally killed the crowd—had to come back for three calls. To top it off, The Velvet Fog picks up a pair of sticks to knock out a drum solo equal to the great work McKinley showed with. Ray and crew spill some mighty fine music and were greeted with a tremendous ovation. Attending the opening along with Tin Pan Alley were, to mention a few; Tex Beneke, Beryl Davis, Johnny Desmond, Noro Morales and others too numerous to mention. Good luck Mel and Ray—for a long and successful engagement.

* * *

Honored this past week by the presence of Saul Bihari of Modern Records, Hollywood. Saul has some mighty fine ideas for the disk business and along with those ideas, a stack of hits in the making. Running hot right now for the Modern diskery is Hadda Brooks' latest, "Trust In Me." Keep your eye peeled in this direction for several startling events.

* * *

Now we have it that June Christy will definitely resume with Stan Kenton when he returns to the music fold this fall . . . Nellie Lutcher, Capitol click chick invades New York mid September for an indefinite engagement at Cafe Society Downtown . . . Major Distributing Company, New York agency for Bullet, Haven and Aladdin Records have the cutest little headache on their hands. Not only are they blessed with the sensational Francis Craig "Near You", but they have a Harlem hot shot in "Money Hustlin' Woman" on Aladdin wax. "Near You" is the classic example of what the independent record companies, such as Bullet, have been doing in making the majors look to their laurels. This Bullet click is bound to pass the million mark say the experts, and we see no reason why it shouldn't go further . . . Orchids and more orchids to United Artist Records for their contribution to the Damon Runyon Memorial Cancer Fund . . . Joey Sasso flacking for Sterling Records . . . Lena Horne greeted en masse by thousands of her fans when she returned home to native Brooklyn.

* * *

What won't they think of next? Majestic diskery recorded the human heart on a sure fire winner by Artie Wayne of "Mahzel" fame. Ditty is titled "That's What Your Heart Is For" . . . The Sun Shines On The Three Suns, as the vocal combo are spotlighted by "Three Suns Week" September 21 thru 27 . . . Elliot Lawrence returns to the Click and home town Philadelphia this week. The town really goes wild when this boy gets in—he's rolled up sensational grosses everywhere he's gone . . . Decca Records declared 25¢ dividend on capital stock this past week . . . Louis Jordan on the beat again after a short stay in a New York hospital for an intestinal operation . . . Harry Schooler quit management of T. Dorsey's Casino Gardens for a partnership deal at the Hollywood Meadowbrook . . . Artie Shaw pacted a one-year deal with Musicraft after much ado . . . Martha Tilton inked a Majestic Records contract this past week, with her first disk for her new label skedded for early release . . . Ork leader Tommy Tucker breaks up his band next week having already notified his crew of his intentions. Tommy will continue to record but will devote loads of time to personal interests.

exclusively yours

This trio is . . . blazing hot!



three blazers

MASTER SERIES NO. 249

'Moonrise'

'Juke box lil'

'New Orleans Blues'

No. 240

'I Love to Make Love to You'

No. 243

'Sunny Road'

No. 233

'My Silent Love'

No. 224

'With My Heart in My Hand'

No. 221



SPIKE JONES!

and his City Slickers
Our Hour
 (The Puppy Love Song)
 vocal by The Tailwaggers, Dr. Horatio Q. Birdbath, George Rock and Sir Frederick Gas.
 AND
The Pop Corn Sack
 vocal by The Bays in the Back Room
 RCA Victor 20-2375

LATEST RELEASES FROM

RCA VICTOR!

TONY MARTIN!

with Earl Hagen and his Orchestra and Chorus
Lazy Country Side
 AND
Too Good to be True
 (both from Walt Disney's "Fun and Fancy Free")
 RCA Victor 20-2396

VAUGHN MONROE!

vocals by Vaughn and The Moon Maids
My, How the Time Goes By
 (from RKO's "If You Knew Susie")
 AND
I'm Still Sitting Under The Apple Tree
 RCA Victor 20-2394
RE-COUPING
There! I've Said It Again
 (vocal by Vaughn and The Norton Sisters)
 AND
My Devotion
 RCA Victor 20-2388

TEX BENEKE!

with The Miller Orchestra
"Prom Date"
 (RCA Victor Musical Smart Set, P-183)
The Sweetheart of Sigma Chi
 AND **Washington and Lee Swing**
 RCA Victor 20-2337
Alma Mater-Cornell
 AND **The Eyes of Texas**
 RCA Victor 20-2338
Rambling Wreck from Georgia Tech
 AND **Anchors Aweigh**
 RCA Victor 20-2339
On Wisconsin
 AND **The Victory March of Notre Dame**
 RCA Victor 20-2340

THE THREE SUNS!

On the Avenue AND Sentimental Souvenir
 RCA Victor 20-2393

DENNIS DAY!

with Charles Dant and his Orchestra
Ya Shure You Betcha
 AND
Christmas Dreaming
 (A Little Early This Year)
 RCA Victor 20-2377

CHARLIE SPIVAK!

(I'm Gonna Wait)
A Little Bit Longer
 (vocal by Irene Day)
 AND
What Are You Doing
 New Year's Eve?
 (vocal by Tammy Mercer and Irene Day)
 RCA Victor 20-2395

LONZO AND OSCAR!

My Adobe Hacienda
 AND Cornbread, 'Lasses and
 Sassafras Tea
 RCA Victor 20-2378

LESLIE SCOTT!

with Billy Moore, Jr., and his Orchestra
The Man I Love (The Girl I Love)
 AND It's a Long Story-Blues
 RCA Victor 20-2381

● **DEEP RIVER BOYS**
 Male quartet with piano, guitar, bass and drums
Bloop Bleep
 AND
I Left Myself Wide Open
 RCA Victor 20-2397

● **ROOSEVELT SYKES**
Flomes of Jive
 AND
Bop de Bip
 RCA Victor 20-2382

● **ARTHUR "BIG BOY" CRUDUP**
 Blues singer with guitar; Ransom Knowling, string bass; Judge Riley and Charles (Chick) R. Sanders, drums.
I Don't Know It
 AND
That's Your Red Wagon
 RCA Victor 20-2387

● **BUCHANAN BROTHERS**
 and The Georgia Catacombs
 (When You See)
Those Flying Souciers
 AND
The Silver Meteor
 RCA Victor 20-2385

● **BILL BOYD**
 and his Cowboy Ramblers with vocals by Bill Boyd and Male Trio
Now or Never
 AND
Tellin' Lies
 RCA Victor 20-2379

● **THE BLUE SKY BOYS**
 (Bill and Earl Bolick) Singing with mandolin, guitar, violin and bass.
Sold Down the River
 AND
I'm Glad
 (I'm Glad He's Gone and Left You)
 RCA Victor 20-2380

● **HALL SISTERS**
 with Jesse Stone and his Orchestra
You Never Can Tell the Depth
 of the Well
 (By the Length of the Handle on the Pump)
Trouble is a Man
 RCA Victor 20-2386

● **CARLOS GARDEL**
 with Orchestra and Guitars
"Album of Tongos"
 (RCA Victor Album S-23-A)
Silencio
 AND
Soledad
 RCA Victor 82856
Mi Buenos Aires Querido
 AND
Melodio De Arrobal
 RCA Victor 82857
Por Una Cabeza
 AND
Golondrinos
 RCA Victor 82858

● **HENRI RENE**
 and his Orchestra
Gypsy Polka
 AND
Volse Vonite
 RCA Victor 25-0103

● **LAWRENCE DUCHOW**
 and his Red Raven Orchestra
Yes, Yes — Polka
 AND
Two Gossipers — Landler
 RCA Victor 25-1094

POLISH

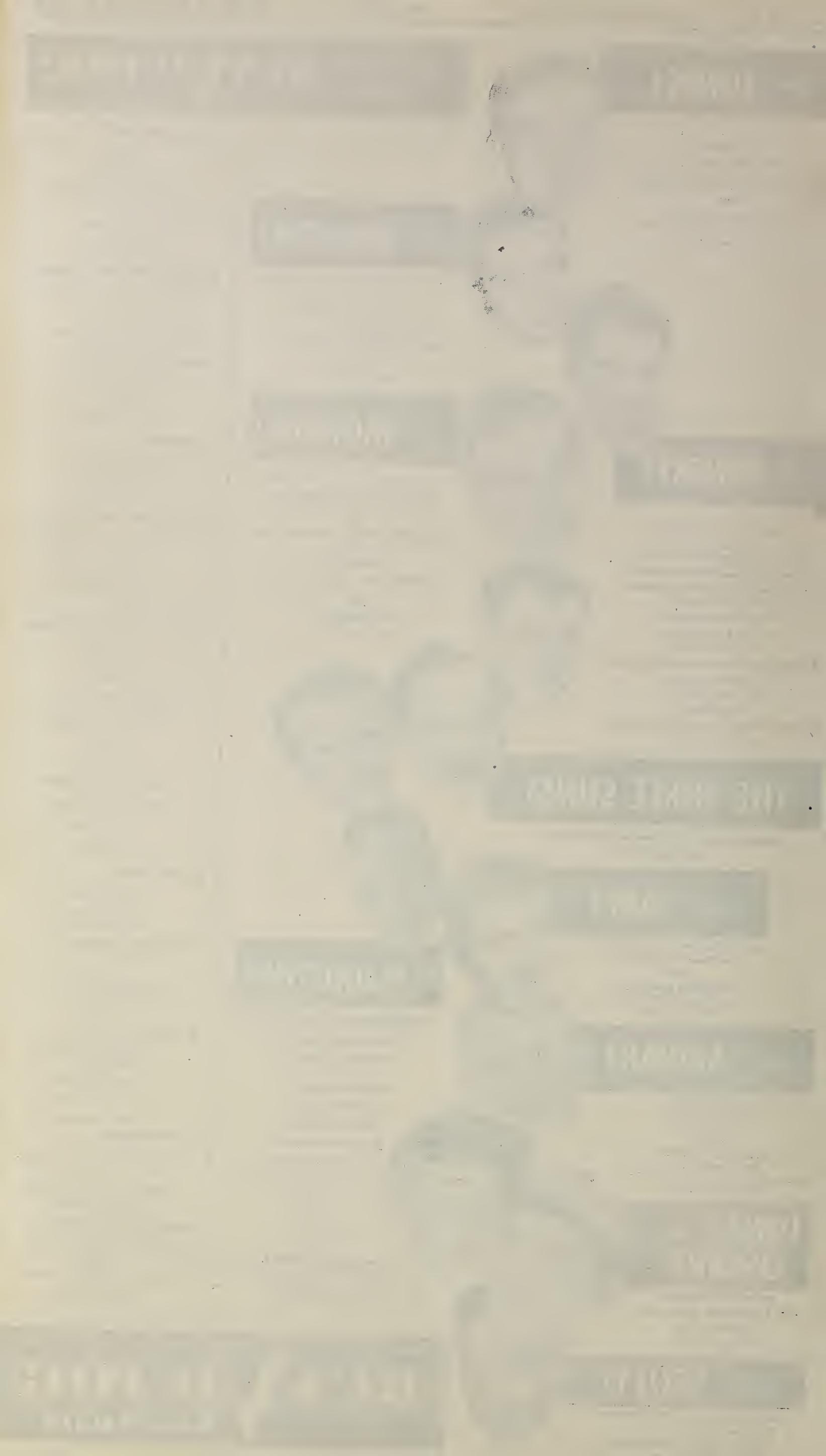
● **WALTER OSSOWSKI**
 and his Instrumental Quartet
Siekono Polko
 (Chopsticks)
 AND
Fantazja Polko
 (Fantasy)
 RCA Victor 25-9179

LATIN AMERICAN

● **JOSE CURBELO**
 and his Orchestra
Cuando Aprenderas? — Beguine
 (When You Cross Your Heart)
 AND
Boogie Woogie Na Favela
 (The Bumble Boogie Samba)
 RCA Victor 23-0665

● **LIBERTAD LAMARQUE**
 with A. Malerba and his Orch.
Sin Polabras — Tango
 (Speechless)
 AND
Concion Desesperada — Tango
 (Desperate)
 RCA Victor 23-0668

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR
 RECORDS



MOVIE MOGULS TIE IN WITH JUKE BOXES TO BOOM ATTENDANCE

Theatre Managers Now Demand That Promotion Depts Get Juke Box Ops to Feature Pic's Hit Tunes to Assure Them Top Attendance at All Performances. Also Ask That Jukes Appear in Lobbies of Theatres.

NEW YORK — The motion picture industry is currently engaged in a concerted drive to stimulate box office figures of theatres throughout the country by tying in with juke box leaders.

The findings of an exhaustive survey, conducted by *The Cash Box* among theatre owners and juke box association leaders, pointed to the fact that the movie industry is most completely sold on the sales punch the juke box carries as a sales factor.

Theatre managers throughout the nation are now calling upon juke box leaders to feature automatic phonographs in their lobbies. In so doing, they point out, a juke box playing the hit tunes of the picture appearing at the theatre, has greatly influenced box office figures.

The force a motion picture tune carries upon a highly music conscious public is easily demonstrated by the example that the picture, "I Wonder Who's Kissing Her Now", set. When the tune was selected by the Cleveland Phonograph Operators Association as their "Hit Tune" of the month for August, theatre owners and Managers literally besieged juke box operators in that city for use of automatic phonos to be featured in their lobbies.

The manager of one of the largest theatres in Cleveland reports; "The juke box constantly playing "I Wonder Who's Kissing Her Now" in my lobby proved to me that successful promotion of motion pictures included exploitation of that picture's tunes. We promoted the hit tunes from the picture by featuring the juke box in our lobby and, in a short while, had the theatre crowd who were patiently waiting for seats, humming and

singing the tunes. I now have a juke box in my lobby at all times for every musical pic and see how beneficial it has been in aiding box office figures."

The movie industry has already indicated that they plan on concentrating heavily on musical features this fall. Music publishers, intent on getting peak performance for their songs, have long been associating themselves with juke box operators, realizing that hit recordings and repeat play hypo up their sheet sales. In similar manner, theatre operators request automatic music machines for their lobbies.

Juke box operators also note the increase in phono play since placing phonos in theatre lobbies.

Several theatre managers now request their promotion departments to emphasize the importance of the phono in conjunction with the picture showing. Theatres have arranged for placards indicating a hit song's national prominence with the notation that the song is from the picture currently appearing at "Such and Such Theatre."

Phono fans now associate songs they hear on juke boxes with motion pictures. Classic example is the resurgence of the song "I Never Knew" into national prominence recently. The song, used as background music for the film "Johnny O'Clock", became one of the nation's best record sellers and saw peak juke box play when Sam Donahue recorded the tune.

A replay of the film on local circuits found many phono fans who again saw the picture, playing and buying the record. Theatre managers who featured the film point to the recording as being instrumental in rolling up unheard of box office figures for a film several years old.

The automatic phonograph is, more than ever before, becoming a vital factor in successful picture promotion. Motion picture executives are now heavily concentrating on the automatic music industry in order to obtain peak public attention to a picture's hit tunes.



Max Mink, manager of the RKO-Palace Theatre in Cleveland, is shown with the new Rock-Ola phonograph featured in the theatre's lobby during the showing of "I Wonder Who's Kissing Her Now."

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Met A Texas Gal"
"You Are So Different"
ZEKE MANNERS
(Victor 20-2349)

● The Zeke Manners gang, top rate string artists anywhere, come up with another ditty well loaded with possibilities for the big time. With Zeke and the Singing Lariateers spooning the wordage of "Met A Texas Gal" in gay carefree mood and instrumental backing shining throughout, the platter looks like a coin winner. Wordage is cute and should have wide appeal. On the backing the vocal combo offer song styling out of the ordinary western platter, as they harmonize to the strains of "You Are So Different." Spinning in slow mood with the lyrics echoing the title, the platter stacks up high. Both sides should prove heavy coin winners.

"Cindy"
"Rainbow Valley"
BOB HARTER
(Sterling 211)

● Ops looking for a pair of coin attractions will find it in this disk by Bob Harter and the Ranchmen. Skedded for peak play are "Cindy" and "Rainbow Valley" as Bob's pipes pitch pretty on a sure-fire clickeroo. Topsie tune spins in slow setting with Bob purring wordage of his love for Cindy. On the flip with more mellow rhythm, Bob and the crew tell the story of "Rainbow Valley" with phono fans in cactus country bound to egg this one on for heavy play. Both sides rave about the women, with the maestro's vocal efforts snaring a well deserved spotlight.

"Wedding Bells"
"Sparkling Blue Eyes"
BILL CARLISLE
(King 656)

● Pair of sides that rate heavily are these offered by the popular Bill Carlisle, and what with the strong following Bill carries, a bright future looms for the platter. Topsie tune, "Wedding Bells" emulates a tear-jerking mood with Bill really crying away as his gal ties the knot with another cowhand. Bill's vocal efforts put you in mellow mood, and if you have spots that go for this brand, the platter is a natural. On the flip with "Sparkling Blue Eyes", Bill and the boys pick up the beat a bit to wail 'bout that wonderful gal. Wonderful instrumental work displayed here that should meet with the wholehearted approval of your listeners.

"I Know It's Wrong"
"Please Be Like Your Daddy"
WESLEY TUTTLE
(Capitol Americana 40037)

● Music styled for boots and saddle spots and offered by the renowned Wesley Tuttle shapes us as adequate material for many an op's boxes. Spooning the wordage in slow time to "I Know It's Wrong", Wesley renders a platter which ops may find an excellent filler. On the flip with some more heart tugging stuff, the piper wails to the strains of "Please Be Like Your Daddy." Both sides pick up the refrain of the title and spin in slow tender setting, with "I Know It's Wrong" nabbing the nod.

Short Shots From the Hills and Plains

The tremendous success of Riley Shepard's "Oklahoma Round-Up" (CBS-Sat.) has garnered another quarter hour for the show and Riley. CBS execs just raving 'bout Riley's scripting and wonderful emcee work . . . Ditto Zeke Manners on ABC . . . Dave Denny, one of the more talented youngsters to come down the pike in years just signed by RCA-Victor . . . Get a load of the Sons of the Pioneers on "You'll Never Miss The Water Till The Well Runs Dry" . . . Heading for a heat wave on zillions of ops machines is a sure click platter labeled "You Should Live So Long." Reports reaching *The Cash Box* find ops paying black market prices for the disk.

* * *

Sterling Records new operator policy meeting with the wholehearted approval of many. Sterling now issues at least one disk per week and we hear they are concentrating heavily on their folk and western line . . . Success story of Sid Prosen, Professional manager of Hometown Music, Inc., really a saga. Sid came to New York well over two years ago virtually unknown and is responsible today for many of our current hits. He's worked right along with such notables as Smiley Wilson, Steve Sholes, Johnny & Jack, Tommy Sosebee, Larry & Earl, Hoagy Carmichael and others. After serving four years in the Air Force, the kid really deserves all he has earned.

* * *

Passing around the spotlight let's not forget Dave Miller, folk music disc jockey of WAAT (Newark, N. J.) Dave started his "Hometown Frolic" years ago when most people frowned on hillbilly and cowboy music . . . and Joe Black of WHK, Cleveland; Nelson King of WCKY, Cincinnati, Elmer Newman of ABC's Hayloft Hoe-Down . . . Tex Williams and crew rolling up sensational grosses since Tex's "Smoke, Smoke, Smoke". Tex nabbing 5G's per week now . . . Gene Autry cut four Xmas tunes for Columbia last week . . . Spade Cooley

literally rocked 'em during the second annual Jam-O-Reno celebration. Spade played before an estimated crowd of 100,000 people and he and crew were kept on the stand for two hours over his allotted time.

* * *

Jimmy Wakely, Capitol American artist to be featured on half-hour package show labeled "The All American Theater." Rumored that the Western Caravan of Music Company skedding the building of a one-million ballroom in the San Fernando Valley, to be devoted exclusively to western-style dancing. Western Caravan is headed by Tex Williams, Smoky Rogers, Cactus Solo and Larry De Paw . . . Philadelphia, going hog wild over folk and western music, adding daily program over KYW, NBC outlet.

SENSATIONAL!

HEAR THIS DUET DO IT —
*Cowboy Copas
and Grandpa Jones*
TOGETHER IN

"MOVE IT ON OVER"

KING 665
backed by THE SAME HIT
Sung by FAIRLEY HOLDEN

Wire - Write or Phone Your Orders

KING RECORD DIST. CO.
1540 BREWSTER AVE., CINCINNATI 7, OHIO

Sterling presents the
Smash Hit of the Season!

NEAR YOU

STERLING RECORD 3001

by DOLORES BROWN

(Formerly DUKE ELLINGTON'S Ace Vocalist)

And the AUDITONES with BILL DOGGERT'S Music

(Formerly with the Ink Spots)

This number is tops on the Pop Chart and it's selling fast!

Jump on the Band Wagon and get Sterling's terrific recording now!

NOW AVAILABLE FOR IMMEDIATE DELIVERY

STERLING RECORDS, Inc.

7 West 46th Street

New York 19, N. Y.



1 "SMOKE, SMOKE, SMOKE"
Tex Williams
(Capitol 40001)

2 I'LL HOLD YOU IN MY HEART
Eddy Arnold
(Victor 20-2332)

3 "IT'S A SIN"
Eddy Arnold
(Victor 20-2241)

4 FEUDIN' AND FIGHTIN'
Dorothy Shay
(Columbia 37189)

5 "TIM-TAY-SHUN"
Jo Stafford—Red Ingle
(Capitol 4121)

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

MOVE IT ON OVER

Hank Williams
(MGM 10033)

DAUGHTER OF
JOLE BLON

Johnny Bond
(Columbia 37566)

WON'T YOU RIDE IN
MY LITTLE RED WAGON

Hank Penny
(King 567)

WHAT IS LIFE
WITHOUT LOVE

Eddy Arnold
(Victor 20-2128)

YOU HIT THE NAIL
RIGHT ON THE HEAD

Ernest Tubb
(Decca 46061)

AND NOW . . .
THE FASTEST RISING
SONG IN THE COUNTRY!

"NEAR YOU"

Selected By The
PHONOGRAPH OPERATORS ASSN.
of EASTERN PA.

As

"CLICK RECORD OF THE MONTH"

(Will Be Featured in No. 1 Spot on Over 3000 Juke Boxes
In Eastern Pennsylvania)

THE TUNE WAS MADE BY
THE WAY IT WAS PLAYED

The One and Only

"NEAR YOU"

RECORDED BY

FRANCIS CRAIG

And His ORCHESTRA

on

BULLET RECORD

No. 1001

ORDER FROM YOUR NEAREST DISTRIBUTOR

BULLET RECORDING CO.

BOX 1002

NASHVILLE, TENNESSEE

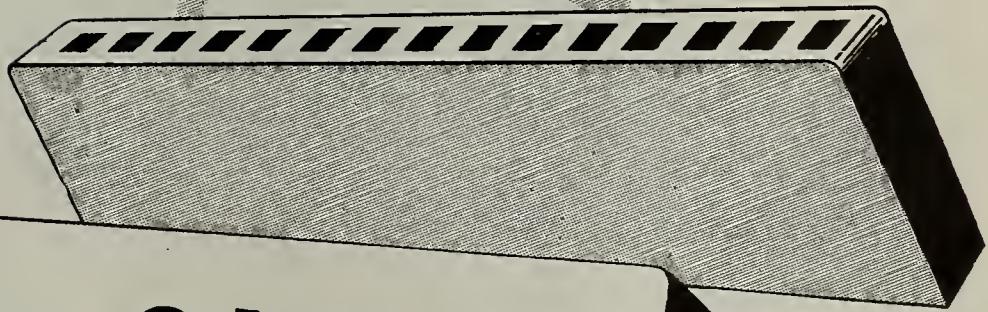
VITA *acoustic*
TONE
CONTROLLED

"LIVING SOUND"

Records

Scanning to New Heights on ANOTHER "PEG"

JERRY MURAD'S
"HARMONICATS"



7A **"Peggy O'Neil"**

7B **"September Song"**
(by popular demand)

VITA *acoustic*
TONE
CONTROLLED

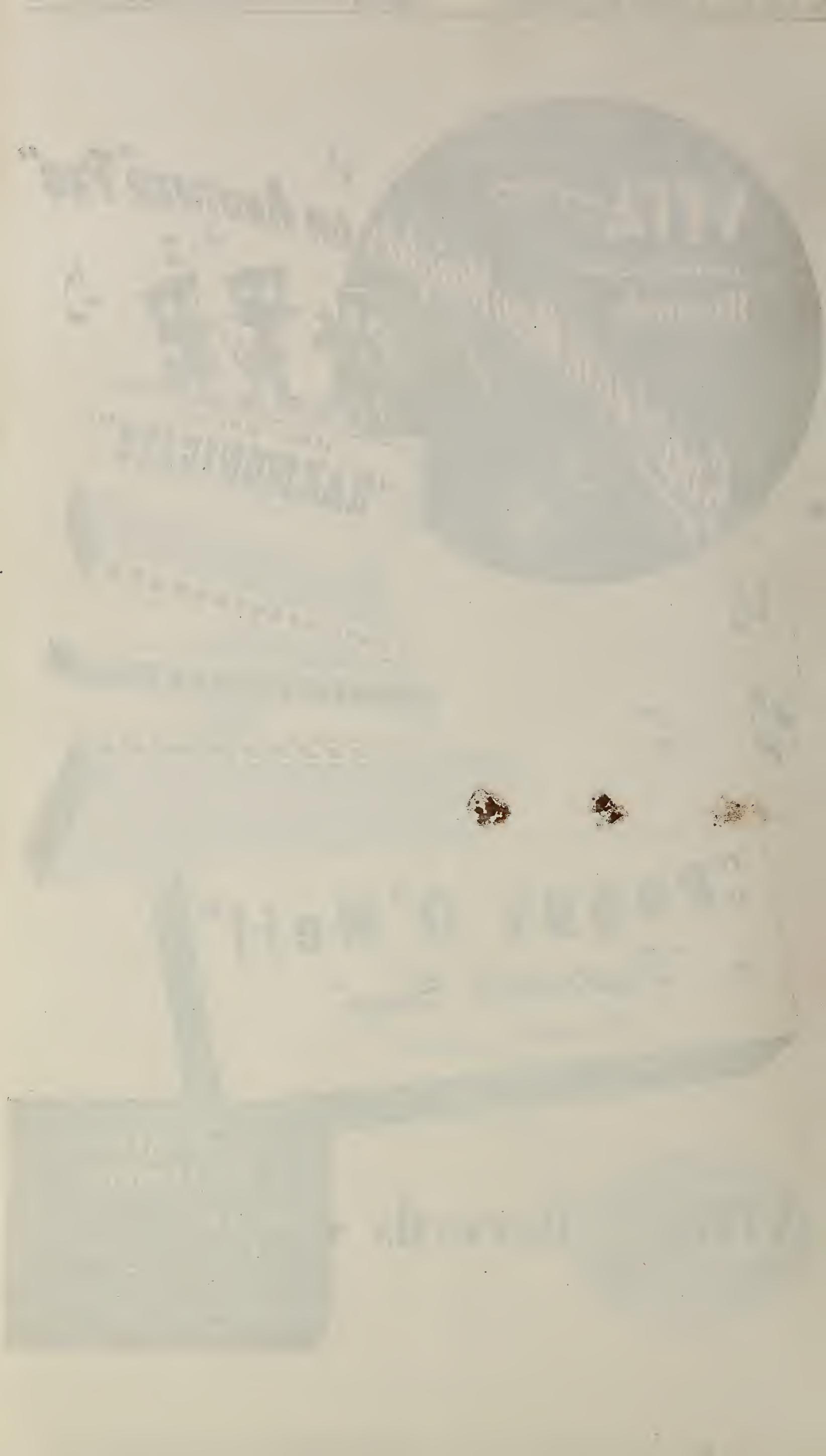
"LIVING SOUND"

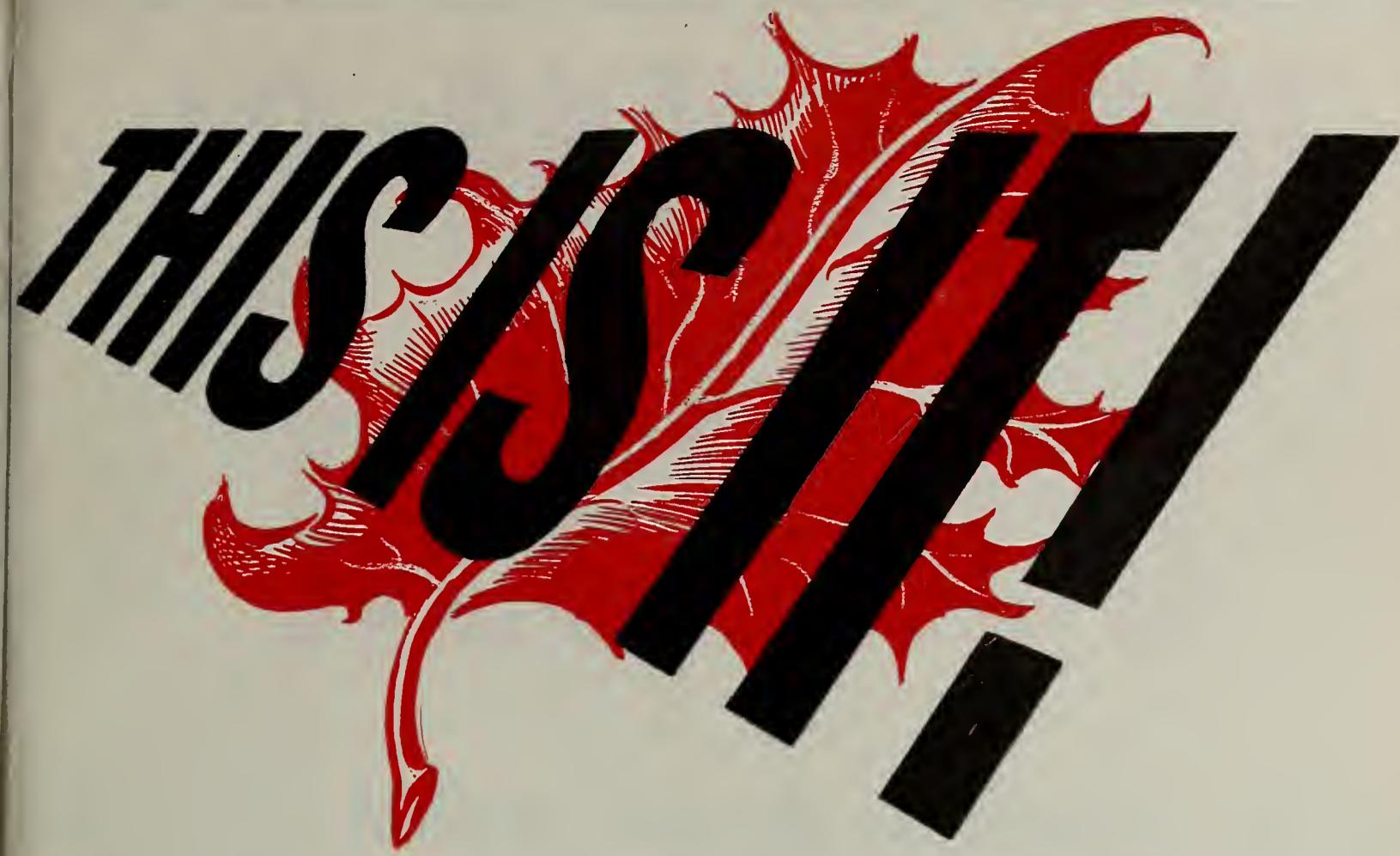
Records

CHICAGO
NEW YORK
HOLLYWOOD

GENERAL OFFICE
& STUDIOS

42nd FLOOR
20 N. WACKER DRIVE
CHICAGO 6. ILL.





**The FALL SPECIAL Issue
OF
THE CASH BOX
Will be dated Sept. 22nd
CLOSING DATE SEPT. 18th**

STARTS THE BIGGEST COIN MACHINE ERA IN HISTORY. EVERY JUKE BOX OPERATOR IS PREPARED FOR THE FASTEST ACTION EVER SEEN.

Get Your Share of the Business.
Your Ad Will Reach Every Music Machine Operator at the Most Opportune Moment — When He Is Most Interested in Buying.

**RESERVE YOUR SPACE NOW
FOR PREFERRED POSITION!**

MAIL YOUR COPY
NOW!!

THE CASH BOX

PUBLICATION OFFICE: 381 FOURTH AVE., NEW YORK 16, N. Y. (Tel: MU 4-7797)

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32 W. RANDOLPH ST.
(Phone: DEarborn 0045)

LOS ANGELES OFFICE
422 W. 11th ST.
(Phone: PRospect 2687)

12 MILLION RECORDS

Over 9½ Million Records on Display and in Active Use in 400,000 Juke Boxes in U. S. Over 2½ Million More Disks in Active Use in All Other Automatic Music Equipment.

Editor's Note: The following story was received by The Cash Box from a noted record salesman and tells the story of his being admonished by his sales manager for supposed negligence in following his route. The story reiterates former editorials printed in The Cash Box. It is well to note the facts. There are over 9½ million records on constant display and active use in over 400,000 phonographs and wall boxes throughout the nation. There are over 2½ million records being constantly heard thru the use of industrial music locations, wired music outlets, professional music spots, non selective wall and bar boxes, etc. We believe the story to be of such import as to warrant its reprinting below.

NEW YORK — I walked into the office one morning in a gay care-free mood, just beaming with smiles. It was a bright sunny day, and I didn't have a worry in the world—until I took a look at the sales manager's face. His arched brows and weary look spelled only one thing for me—trouble.

"Who the devil taught you to sell records?" he popped.

I didn't know what to say. Just stood there dumbfounded, and finally was about to open my mouth when he came back again.

"You've been missing out on a helluva lot of sales," he said. "You've been barking up the wrong tree, and it's time you found out just who your biggest record buyers are."

I started making several excuses but the rift of his angry voice prompted me to pay attention—maybe the guy had something on the ball.

"There are approximately 30,000 music outlets in Metropolitan New York", he said. "Thirty thousand

outlets, representing an awful lot of spots for records. You take the average juke box — has 24 selections. Meaning 24 shots for you to go out and sell 24 different records. But the guy who operates the juke box has more than one machine. Maybe he's got fifty, perhaps two hundred. You've got the chance to sell that music operator a raft of records as high as the Empire State Building."

"I'm not good at figures", he continued, but there are over 400,000 juke boxes throughout the country, and you don't need your toes and fingers to add two and two.

I just stood there kicking myself, and slowly added up the score. I could tell he was going into a tirade when he opened his collar.

"Stop and think" he said. "We've got to sell records to stay in business—that music operator has to buy records to stay in business. He has to continually buy records and change records in his machines to make a buck. Well, it so happens, Junior, that we think the records we put out are pretty good. As long as there are people who want to hear good music, you have the chance to let them hear it—by going down and seeing that music operator. Pick your feet off the desk once in a while, take the toothpick out of your mouth, and get interested in making a buck for yourself."

I shifted feet, and pulled out a cigarette as he continued.

"Didja ever realize that there are over 2½ million other music outlets in the country besides juke boxes? Walk in to your dentist's office and you hear "I'm Forever Blowing Bubbles." The kid working over a stamping machine in a factory listens to "Stardust". Throw a nickel into a box while having your coffee and the damn thing stands up and whistles "Yankee Doodle". And all those songs are on records.

"Now you're saying, "so what"—well, Junior, if Johnny Brown hears "I'm Forever Blowing Bubbles" he's gonna go out and buy the disk sooner or later. Then his sister Katie finds she likes the tune, and the windup is we've got a hit on our hands."

"This juke box business is big time — they don't listen with ear phones anymore. They've got automatic phonographs today that do all but tie your shoes for you. Our artists are reaping grosses from college campuses from coast to coast. And those kids play those machines like mad."

"Add up the score and whaddya get? More than TWELVE MILLION records being used by music operators throughout the nation. Stop chewing gum and go down and see those music operators. They'll welcome you with open arms."

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

The Ten Top Tunes Netting
Heaviest Play Compiled From
Reports Submitted Weekly To
The Cash Box By Leading Music
Operators in New York City's Harlem.

OLD MAN RIVER

1

The Ravens (National 9035)
What a hunk of wax this is! In
first place for five straight weeks
now!

HE'S A REAL GONE GUY

2

Nellie Lutcher (Capitol 40017)

Zooms all the way up from ninth
place to garner a featured spot on
this page.

HURRY ON DOWN

3

Nellie Lutcher (Capitol 40002)
Lutcher is riding high — with this
cookie nabbing coin galore.

WOULD YOU BELIEVE ME

4

The Ravens (National 9035)
The flip of the top deck moves
down one notch, with ops reporting
both sides a tremendous winner.

THE LADY'S IN LOVE WITH YOU

5

Nellie Lutcher (Capitol 40002)

Triple threat gal with three great
hits, and more coming. Look out!

TRUE BLUES

6

Roy Milton (Specialty 510)

Harlem ops just killing local dis-
tribs with this one. A true money-
maker if there ever was one.

TRUST IN ME

7

Hadda Brooks (Modern 150)

Chirp with a pair of golden pipes
moves on up the ladder, with an-
other ditty rapidly climbing behind
her.

DON'T YOU THINK I OUGHTA KNOW

8

Bill Johnson Orch. (Victor 20-2225)

In second place last week, this con-
sistent money maker nose dives.
Ops still rate the thing as one of
the best.

BLOW ILLINOIS BLOW

9

Illinois Jacquet (Aladdin 3001)

Great instrumental work styled by
Jacquet proves a cinch to clinch
with zillions of ops living by it.

BLOW MR. JACKSON

10

Joe Liggins Orch. (Exclusive 244)

Inimitable Joe Liggins still proves
his great value as he continues to
ride the boxes with this smash
disking.

Modern RECORDS KEYNOTES THE FALL SEASON

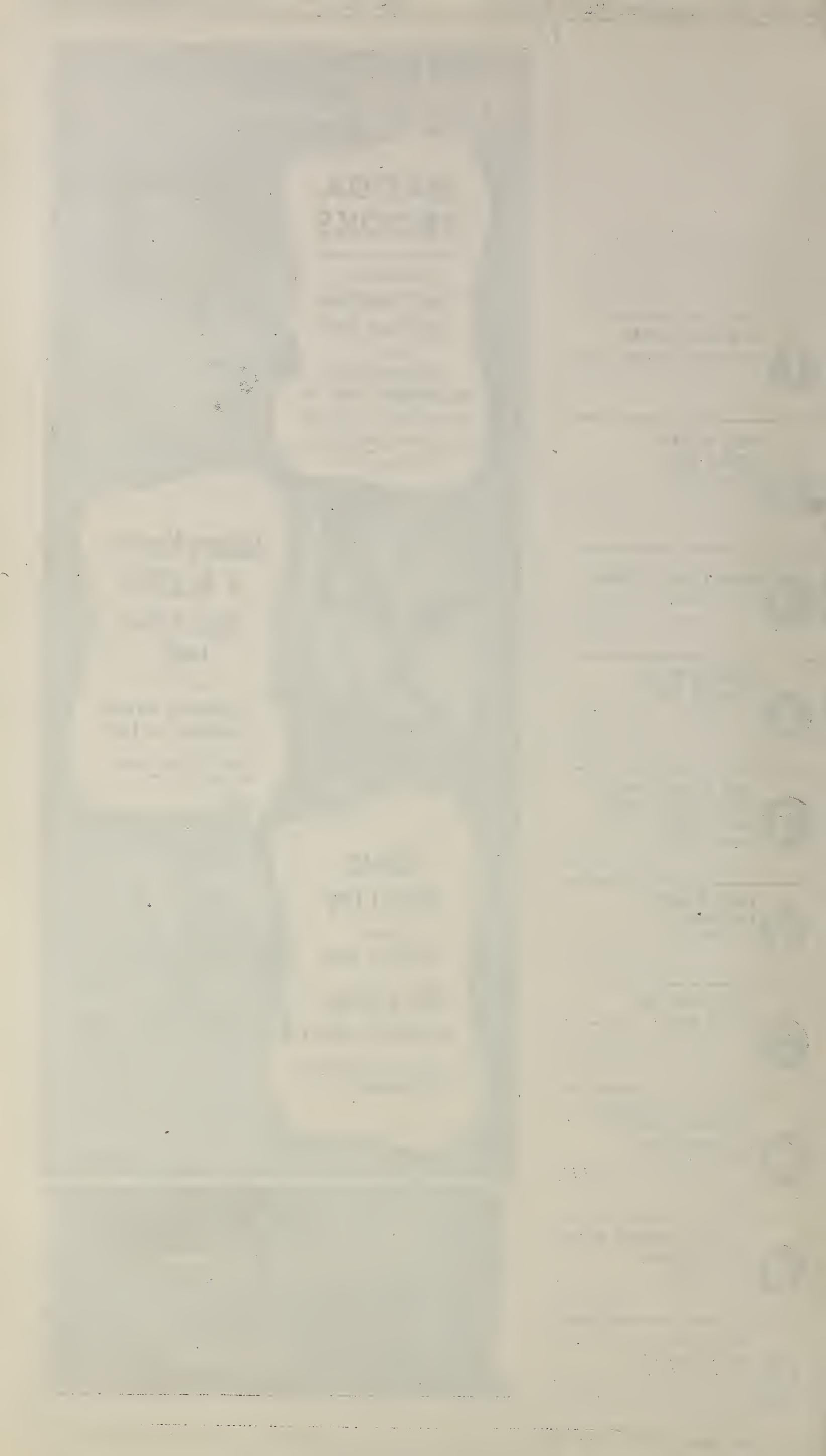
HADDA BROOKS
"Queen of the Boogie"
LATEST RELEASE
"Don't Take Your Love From Me"
and
"HUNGARIAN RHAPSODY NO. 2 IN BOOGIE"—#153
Now on personal appearance tour
Currently . . . Howard Theater,
Washington, D. C.

Johnny Moore's 3 BLAZERS
"Make-Believe Land"
backed by
"NURSERY RHYME BOOGIE"—#152
Just concluded one of the greatest and most successful p.a. tours of all time.

GENE PHILLIPS
and his
RHYTHM ACES
"Just a Dream"
and "BIG LEGS"—#20-527
Currently rocking Frontier Club,
Santa Monica—and turntables all over the country.

WATCH these pages for an important announcement on MODERN RECORDS' NEW HILLBILLY SERIES!

Modern RECORDS
686 NORTH ROBERTSON BOULEVARD
hollywood



**"ANYONE
CAN DREAM"**

... EVEN A JUKE BOX!

THE

MERRY MACS

ON

MAJESTIC RECORD No. 7268

(B Side "BABY DARLING")

**IT'S A DREAM COME TRUE FOR
NICKEL HUNGRY MUSIC MACHINES**

PLATTER SPINNERS FROM COAST TO COAST SAY . . .

"Another Merry Mac Hit!"

TRY IT!

OTHER RECENT RECORDINGS BY THE MACS

"YOU AND MY MOTHER-IN-LAW"

"AIN'TCHA EVER COMIN' BACK"

Majestic No. 7235

"NATCH"

**"I'M DROWNIN' IN YOUR
DEEP BLUE EYES"**

Majestic No. 7260

Major Labels Reported Following Col. Price Hike

NEW YORK—In view of the recent price hike on the part of Columbia Records, music ops this past week viewed the record situation with coolness rather than alarm. The raise in prices by Columbia, who upped their popular line to 75¢ last week was expected by many, *The Cash Box* learned.

Record executives when queried this past week as to expected raises in their lines would offer no comment, although music ops believe that the rest of the majors will follow suit.

The only large recording companies still maintaining their low price are Capitol, Majestic and Victor.

One noted music op stated in regard to the price raise, "I believe that the rest of the record companies will raise their prices right before the Xmas season sets in, and in so doing grab off the lush business. Many operators who have been buying Columbia in the past, have been doing so because of the low price. Now that the record manufacturers have raised their prices, let's see them give us title strips, better delivery, and a longer wearing record."

Mercury Records Buys Berle Adams Stock

CHICAGO, ILL.—Berle Adams stock in Mercury Records was absorbed into the disk firm this past week when stockholders of the firm bought the ex chairman's holdings. It is believed in these quarters that because of the sale of the outstanding Adams stock, the organization will be permitted to function more closely than ever before.

Jimmy Hilliard, vice president in charge of artists and repertoire announced the appointment of Lew Diamond to his staff.

WE ARE THE DISTRIBUTORS

For

Bullet

Mercury

Specialty

Bibileton

Disc

AND ALL OTHER LEADING RECORDS! WRITE! WIRE! PHONE US TODAY FOR THE BIGGEST HITS YOUR JUKE BOXES HAVE EVER YET FEATURED!

SOUTHLAND DISTRIBUTING CO.

439 EDGEWOOD AVE., S.E.

ATLANTA, GA.

BMI Pin-up Sheet

Hit Tunes for September (On Records)

CASTANETS AND LACE (Republic)

Sammy Kaye—Vic. 20-2345 • Bob Houston—MGM*

COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288
Victor Lombardo—Maj. 7243 • Fernando Alvares—Sig. 15145
Guy Lombardo—Dec. 24156 • Dinning Sisters—Cap.*

IT TAKES TIME (London)

Benny Goodman—Cap. 376 • Louis Armstrong—Vic. 20-2229
Doris Day—Col. 37324 • Guy Lombardo—Dec. 23865

I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como—Vic. 20-2315 • Ted Weems-Ferry Como—Dec. 25078
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110
Joe Howard—DeLuxe 1036 • Dick Robertson—Dec. 1512
Ray Noble—Col. 37544 • Dinning Sisters—Cap. 433
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082
Bobby Doyle—Sig. 15057 • D'Artega-Hal Horton—Sonora 2012
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002
Frank Froeba—Dec. 23602 • Ben Yost Singers—Sonora 1084

JUST AN OLD LOVE OF MINE

(Campbell-Porgie)

Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap. 445
Doris Day—Col. 37841

LOLITA LOPEZ (Encore)

Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap. 433

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE)

(American)

Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 • Deuce Spriggins—Coast 263
Johnny Bond—Col. 37831

TE-NN-E-SS-EE (Stevens)

Blue Barron—MGM 10058 • Charlie Spivak—Vic. 20-2422

THE STORY OF SORRENTO (Pemora)

Buddy Clark-Xavier Cugat—Col. 37507 • Bobby Doyle—Sig. 15079

THERE'S THAT LONELY FEELING AGAIN (Mellin)

Connie Boswell—Apollo 1064 • Hal McIntyre—MGM 10032
Freddy Stewart—Cap. 426 • Charlie Spivak—Vic. 20-2287
Frankie Carle—Col. 37484 • Louis Prima—Maj. 1145

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

Ginny Simms—Sonora 3014 • Jack McLean—Coast 8009
Four Chicks & Chuck—MGM 10048 • Foy Willing—Maj. 6013

*Soon to be released

Coming Up

A GIRL THAT I REMEMBER (BMI)

EV'RYBODY AND HIS BROTHER (BMI)

FORGIVING YOU (Mellin)

HILLS OF COLORADO (London)

HONEYMOON (Dawn)

THAT MISS FROM MISSISSIPPI (Dawn)

THIS IS THE INSIDE STORY (Stevens)

YOU'RE THE PRETTIEST THING (Duchess)

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

Indie Picture Bright as "Near You" "Peg" and "That's My Desire" Hit Top Sales

NEW YORK—The independent recording companies have stolen the spotlight from the majors in view of three recent clicks that seem destined to cop all awards this year.

The indies, whose future seemed shaky at points during the past year have all come up with startling sales figures and look toward bigger things in the coming months. The recent example set by Vitoacoustic Records and "Peg O' My Heart", which literally put them in business, have the major labels looking to their laurels. Vita's "Peg" has sold well over 1,000,000 copies and gave the publisher, Robbins Music, an unexpected boost.

Frankie Laine, an obscure figure in the music business, was put into the national limelight via his disking of "That's My Desire". Reports have it that Laine's platter has sold close to 750,000 copies. These two tunes have been on top of the nation's juke boxes for the past several months and only recently

came into their own. It is well known in the disk biz that because of this sensational pair, The Harmonicats and Frankie Laine have been rolling up sensational grosses at guest appearances.

Latest disk on the record mart, threatening to smash all existing sales records is the Bullet label's entrant in the race for honors via Francis Craig's "Near You". Bullet reports that they have just leased their 18th pressing plant and have a backlog of over 300,000 records already. The New York distributor for Bullet, Major Dist. Co., reports that they are selling close to 5,000 disks per day. One North Carolina music operator had a tremendous call for the disk and had to fly to Charlotte to take care of the orders which were growing by leaps and bounds.

King Records Adds Three Branch Offices

CINCINNATI, O.—King Record Co., this city, announced the addition of three new branch offices this past week.

Opening offices in the heart of New York's coinrow, King appointed Mr. Barney Kantrowitz as manager of the New York office located at 762 Tenth Ave.

Other offices were opened at Chicago with Mr. Ron Pritikin as branch manager and in Charlotte, North Carolina headed by Johnny Meyhoefer. The addition of these new branches brings the total number of distributing offices to seven with complete nationwide coverage. The other four include Cincinnati, Oklahoma City, Los Angeles and Dallas, Texas.

Just Warmin' Up -



NEW YORK—Warming up before cutting a session we find Majestic artists Ray Dorey, pianist Johnny Guarneri and bassist Sid Weiss. Ray recently clicked via "Mam'selle", while Johnny and Sid are famed jazz figures.

Apollo In Optimistic Report For Fall Season

NEW YORK—Irving Katz, New York sales manager for Apollo Records, Inc., this city, viewed the forthcoming fall season in the recording industry with much optimism in a statement released to the trade this past week.

"The record business will see its peak season this coming fall", said Mr. Katz. Those firms who have gone ahead promoting their artists, records, and distributors are not even thinking of entering into any retrenchment period. This past summer season saw Apollo come out with many hit recordings by closely following their artists and promoting them to the fullest extent."

Mr. Katz continued, "Apollo has added many new distributors recently and now have nation-wide coverage. We expect to have our biggest season this fall."

Katz was instrumental in the success of the "Joe and Paul" recordings and contributed heavily toward the fame of Lee Richardson, Arnett Cobb and the Cat Anderson orchestras.

OPERATORS... HERE'S THE NO. 1 VERSION OF THE NATION'S NEWEST SONG HIT "ON THE AVENUE" RECORDED BY CHUCK FOSTER and his Orchestra on MERCURY Record No. 3064

CASH BOX says... "made for your phono"

Coupled with "JUST AROUND THE CORNER"

"ON THE AVENUE" is the selection of the Cleveland Phono Merchants' Association as "Hit tune of September"; and will be featured in the No. 1 slot in over 3,000 music machines.

BE SURE TO HEAR
The Second Great Recording
by
America's
Newest Singing Sensation

VIC DAMONE

"YOU DO"

"ANGEL MIA"

Mercury Celebrity Series
No. 5056

Distributors For
BULLET RECORDS

IN

NEW YORK

★

IN STOCK

The Nation's Newest Hit

"NEAR YOU"

by
FRANCIS CRAIG and His Orchestra

MAJOR DISTRIBUTING CO.

New York Brooklyn

563 W. 42nd ST. • 106 DeKALB AVE.

BELL
Novelty Records
Jewish & English Comedy
BY - BENNY BELL
Dealer's price, 49¢, C.O.D. only
IF YOU HAVE NO LOCAL
DISTRIBUTOR, ORDER FROM
BELL RECORDS, Inc.
2382 Pitkin Ave., Brooklyn 7, N.Y.

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS
IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL	Aladdin	EX	Exclusiva	QB	Queen
AP	Apollo	JB	Juke Box	RA	Rainbow
AR	Aristocrat	KI	King	SI	Signature
BW	Black & White	MA	Majestic	SO	Sonora
CA	Capitol	ME	Mercury	ST	Sterling
CH	Continental	MG	M-G-M	SW	Swank
CO	Colombia	MN	Manor	TO	Te
DE	Decca	MO	Modern	VI	Victor
DL	Deluxe	MU	Musicalraft	VO	Vogue
EL	Excelsior	NA	National	VT	Vitacoustic
EN	Enterprise				

Sept. 1 Aug. 25 Aug. 18

1—Peg O' My Heart	126.3	113.2	138.8
AL-337—AL GAYLE & HARMONICORDS			
Remember			
CA-346—CLARK DENNIS			
Bless You			
CO-37392—BUDDY CLARK			
Come to Me, Bend to Me			
DE-25075—GLENN MILLER O.			
Moonlight Bay			
DE-25076—PHIL REGAN			
The Daughter of Peggy O'Neill			
DE-23960—EDDIE HEYWOOD O.			
Yesterdays			
DEL-1080—TED MARTIN			
Chi-Baba Chi-Baba			
MA-7238—DANNY O'NEIL			
I'll Take You Home Again Kathleen			
ME-5052—TED WEEMS			
Violets			
MO-10037—ART LUND			
On The Old Spanish Trail			
NA-9027—RED MCKENZIE			
Ace in the Hole			
SI-15119—FLOYD SHERMAN			
Don't Cry Little Girl Don't Cry			
VI-20-2272—THE THREE SUNS			
Across the Alley from the Alamo			
VT-1—THE HARMONICATS			
Fantasy Impromptu			
2—Smoke, Smoke, Smoke	100.0	115.7	75.8
CA-40001—TEX WILLIAMS			
Rouadup Polka			
CO-37831—JOHNNY BOND			
Wasted Tears			
CS-263—DUECE SPRIGOINS			
DE-24113—LAWRENCE WELK ORCH.			
Pic-A-N-a-In (in the Park)			
VI-20-2370—PHIL HARRIS ORCH.			
Crowded Song			
3—Tim-Tayshun (Parody on Temptation)	99.6	77.2	71.5
CA-412—RED INGLE			
For Seventy Mental Reasons			

The Cash Box Automatic Music Section

Sept. 1 Aug. 25 Aug. 18

VI-20-2336—HOLLYWOOD HILLBILLIES			
Chattanooga Choo Choo			
4—That's My Desire	88.8	110.2	126.7
AP-1056—CURTIS LEWIS			
Sky Blue			
CA-395—MARTHA TILTON—ELLIOTT ORCH.			
I Wonder, I Wonder, I Wonder			
CN-6048—GOLDEN ARROW QUARTET			
I Want to Be Loved			
CO-37329—WOODY HERMAN ORCH.			
My			
DE-23866—ELLA FITZGERALD			
A Sunday Kind of Love			
ME-3043—FRANKIE LAIN			
By The River St. Marie			
MG-10020—ART MOONEY ORCH.			
Mohzel			
MN-1064—THE CATS & THE FIDDLE			
MO-147—HADDA BROOKS			
Humoresque Boogie			
SO-2019—RAY ANTHONY ORCH.			
VI-20-2251—SAMMY KAYE ORCH.			
Red Silk Stockings and Green Perfume			
5—When You Were Sweet Sixteen	64.8	54.9	27.9
CO-37803—DICK JURGENS ORCH.			
On the Avenue			
DE-24106 (A-575)—AL JOILON			
Waiting for the Robert E. Lee			
DE-23627—MILLS BROTHERS			
Way Down Home			
VI-20-2259—PERRY COMO			
Chi-Baba Chi-Baba			
6—I Wonder, I Wonder,			
1 Wonder	55.8	51.3	78.8
CA-395—MARTHA TILTON WITH D. ELLIOTT ORCH.			
That's My Desire			
CO-37353—TONY PASTOR O.			
Get Up Those Stairs Mademoiselle			
CO-37353—TONY PASTOR ORCH.			
Meet Me at No Special Place			
DE-23865—GUY LOMBARDO ORCH.			
It Takes Time			
DEL-1075—TED MARTIN			
MA-1124—EDDY HOWARD ORCH.			
Ask Anyone Who Knows			
MG-10018—VAN JOHNSON			
Goodnight Sweetheart			
MO-20-516—THE SCAMPS			
NA-9032—JACK CARROLL			
Mom'selle			
SO-2024—TED STRAETER ORCH.			
My Pretty Girl			
TR-114—THE VAGABONDS			
TR-143—THE FOUR ACES			
VI-20-2228—LOUIS ARMSTRONDO ORCH.			
It Takes Time			
7—Tollahossee	52.6	45.2	36.9
CA-422—THE PIED PIPERS			
Cecilio			
CA-422—JOHNNY MERCER—WESTON O.			
Cecilio			
CO-37387—DINAH SHORE—WOODY HERMAN O.			
Natch			
DE-23885—BING CROSBY—ANDREWS SISTERS			
I Wish I Didn't Love You So			
MA-7239—RAY DOREY			
Jo Vous Aime			
MG-10028—KATE SMITH			
Ask Anyone Who Knows			
VI-20-2294—VAUGHN MONROE O.			
I Wish I Didn't Love You So			
8—Feudin' and Fightin'	51.4	46.2	33.4
CA-8443—JO STAFFORD			
Love and the Weather			
CO-37189 (C-119)—DOROTHY SHAY			
Say That We're Sweethearts Again			
DE-23975—BING CROSBY			
Goodbye, My Lover, Goodbye			
MA-12011—GEORGIA GIBBS			
You Do			
ME-6049—REX ALLEN			
MO-10041—JACK MILLER ORCH.			
Tomorrow			
MG-10041—KATE SMITH			
Tomorrow			
VI-20-2313—TEX BENEKE ORCH.			
How Can I Say I Love You			
9—Ivy	40.8	41.6	40.0
CA-388—JO STAFFORD—WESTON ORCH.			
A Sunday Kind of Love			
CO-37329—WOODY HERMAN ORCH.			
That's My Desire			
DE-23877—DICK HAYMES			
They Can't Convince Me			
MA-7223—RAY MCKINLEY ORCH.			
Meet Me at No Special Place			
ME-5053—VIC DAMONE			
I Have But One Heart			
MG-10026—ZIGGY ELMAN			
I Believe			
VI-20-2275—VAUGHN MONROE ORCH.			
Say No More			

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Sept. 1 Aug. 25 Aug. 18

10—I Wish I Didn't Love You So	35.8	9.5	7.3
CA-409—BETTY HUTTON			
The Sewing Machine			
CO-37506—DINAH SHORE			
I'm So Right Tonight			
DE-23977—DICK HAYMES			
Noughty Angeline			
MA-7225—DICK FARNEY			
My Young and Foolish Heart			
MG-10040—HELEN FORREST			
Don't Tell Me			
VI-20-2294—VAUGHN MONROE ORCH.			
Tallahossee			
11—Chi-Baba Chi-Baba	33.5	32.5	86.1
AP-1064—CONNIE BOSSWELL			
There's That Lonely Feeling Again			
AR-1001—SHERMAN HAYES			
Say No More			
CA-419—PEGGY LEE			
Ain'tcha Ever Coming Back			
COL-37384—THE CHARIOTEERS			
Say No More			
DE-23878—LAWRENCE WELK			
My Pretty Girl			
DEL-1080—TED MARTIN			
Peg O' My Heart			
MA-1133—LOUIS PRIMA			
Mohzel			
MG-10027—BLUE BARRON			
Oh My Achin' Heart			
SO-2023—GEORGE TOWNE ORCH.			
Mom'selle			
VI-20-2259—PERRY COMO			
When You Were Sweet Sixteen			
VI-25-10DB5—HENRI RENE MUSSETTE ORCH.			
Clelio Lindo			
12—Across the Alley From the Alamo	27.4	22.9	46.7
CA-387—STAN KENTON O.			
No Greater Love			
CO-372			



MANUFACTURERS' NEW EQUIPMENT

● ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE
LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.

Model A	\$897.50
Automatic Hostess Complete	
20 Station Unit	14,800.00

HIDEAWAY CABINET W/SELECTIVE PLAY MECH:	
W/Amplifier and Remote Volume Control	515.00

HIDEAWAY CABINET W/CONTINUOUS PLAY MECH:	
W/Amplifier and Remote Volume Control	482.50
W/Amplifier—No Remote Volume Control	470.00
Complete—No Amp., No Volume Control	410.00

AIREON

Super DeLuxe Phonograph	897.00
Fiesta DeLuxe	699.50
Trio (Wall Box)	69.50
Solo (Wall Box)	46.50
Impresario (Speaker)	42.27
Melodeon (Speaker)	52.97
Carilleon (Speaker)	56.18

BALLY

Phonograph	
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BUCKLEY

Music Box	25.00
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MILLS INDUSTRIES

Constellation	
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PACKARD MFG. CORP.

Manhattan	1,000.00
Pla Mor Phonograph (Model 7)	795.00
Hideaway (Model 400)	450.00
Wall Box (Butler)	39.95
1000 Speaker (Paradise)	159.50
Wall Box (Butler 10c)	41.95
950 Speaker	57.50
650 Speaker	19.75
Spot Reflector	8.50

PERSONAL MUSIC CORP.

Measured Music Boxes, 5c-10c	35.00
Studio Amplifier	505.00
Studio Timing Control Unit	250.00
Master Power Supply Units	140.00

ROCK-OLA

1422 Phonograph (Net)	728.00
1424 Playmaster	440.00
Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35

SEEBURG

147-M Symphonola w/remote control	875.00
147-S Symphonola	805.00
H-147-M RC Special	525.00
Wireless Wallomatic	58.50
Wired Wallomatic	46.50
5-10-25c Wireless Wallomatic	75.00
5-10-25c Wired Wallomatic	62.50
Teardrop Speaker	19.95
Teardrop Speaker w/volume control	22.50
Recess Wall & Ceiling Speaker	18.00
Mirror Speaker	49.50
Duo Volume Control	21.90
Power Supply	14.50
Master Amplifier	53.50
Master Selection Receiver	118.00
Wired Master Selection Receiver	105.00
Electric Selector	86.00
Remote Speaker Amplifier	44.20
Solenoid Drum for 147-S	60.50

SOLOTONE CORP.

Leveling Pre-Amplifier	44.50
Mirror-Tone Selector	
Solotone Individual Coin Box	
Solotone Adaptor-Amplifiers	
Solotone Studio and Telephoning Bridging Units	
Solotone Booster Amplifiers	

MUSIC

WURLITZER

1080 Colonial	875.00
1015 Std Phonograph	914.50
1017 Concealed Chgr.	499.50
3020 5-10-25c 3-Wire Wall Box	69.50
3025 5c 3-Wire Wall Box	42.50
3031 5c 30-Wire Wall Box	39.50
3045 5c Wireless Wall Box	48.50
215 Wireless Transmitter	17.50
216 Wireless Impulse Rec.	22.50
217 Aux. Amplifier	30.00
218 30-Wire Adap. Terminal Box	15.00
219 Stepper	35.00
4000 Aux. Steel Speaker	45.00
4002 Aux. Plastic Speaker	45.00
4003 Aux. Wooden Speaker	17.50
4004 Musical Note Speaker	27.50
4005—Round Walnut Speaker	22.50
4006—Round Mirror Speaker	32.50
4007—Oval DeLuxe Speaker	
4008—Super DeLuxe Speaker	
4009—Recessed Wall Speaker	21.50
Model 28—Remote Volume Control	24.00
Model 241—Outdoor Speaker	55.00

PINS

BALLY

Ballyhoo	279.50
Eureka	489.50

CHICAGO COIN

Gold Ball	279.50
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EXHIBIT

Mam'selle	299.50
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GENCO

Honey	279.50
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GOTTLIEB

Marjorie	294.00
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J. H. KEENEY & CO.

Click	295.00
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MARVEL MFG. CO.

Carnival	249.50
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P. & S.

Shooting Stars	249.50
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UNITED MFG. CO.

Hawaii	
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WILLIAMS

Torchy	299.50
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Flamingo	299.50
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MANUFACTURERS' NEW EQUIPMENT

B E L L S

AMERICAN AMUSEMENT		
50c Golden Falls (Rebuilt)	300.00
BELL-O-MATIC CORP.		
Jewel Bell	
GROETCHEN		
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50
MILLS SALES CO. LTD.		
Dollar Bell	
O. D. JENNINGS		
5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Super DeLuxe Club Chief	454.00
50c Silver Eagle	
PACE		
5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
\$1.00 DeLuxe Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

C O N S O L E S

BALLY		
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
Hi-Boy	339.50
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BELL-O-MATIC		
Three Bells, 1947	
BUCKLEY		
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00
EVANS		
Bangtails 5c Comb 7 Coin	674.50
Bangtails 25c Comb 7 Coin	764.50
Bangtail JP	671.50
Bangtail FP PO JP	839.50
Evans Races		
Casino Bell		
1946 Galloping Dominoes JP	671.50
Winter Book JP	826.00
GROETCHEN TOOL & MFG. CO.		
Columbia Twin Falls	485.00
O. D. JENNINGS		
Challenger 5-25	595.00
PACE		
3-Way Bell Console 5c-10c-25c	\$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
\$1.00 Royal Console	650.00

A R C A D E T Y P E

ALLITE MFG. CO.		
Strikes 'N Spares	
AMERICAN AMUSEMENT CO.		
Bat a Ball	249.50
AMUSEMENT ENTERPRISES, INC., N. Y.		
Bank Ball	375.00
One World	475.00
CHICAGO COIN MACH. CO.		
Basketball Champ	499.50
EDELMAN DEVICES		
Bang A Fitty:		
10'—8"	450.00
11'—8"	450.00
13'—8"	500.00
ESQUIRE GAMES CO.		
Spotlite	399.50

ARCADE TYPE (continued)

ESSO MANUFACTURING CORP.		
Esso Stars	
FIRESTONE		
Santa Anita Handicap	269.50
Rolloball	469.50
Genco MFG. CO.		
Advance Roll	499.50
INTERNATIONAL MUTOSCOPE CORP.		
Atomic Bomber (Model B)	375.00
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
METROPOLITAN GAMES		
Card Vendor	29.50
Double Up Skill Bowl	399.50
SCIENTIFIC MACH. CORP.		
Pokerino, Location Model 5	279.50
TELECOIN CORP.		
Quizzer	
TELEQUIZ SALES CO.		
Telequiz	795.00
WILLIAMS MFG. CO.		
All Stars	

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES		
"Electro"	189.50
DU GRENIER CHALLENGER		
7 Column Flat Mach w Stand	155.50
9 Column Split Mach w Stand	165.50
9 Column Flat Mach w Stand	171.50
11 Column Split Mach w Stand	176.50
NATIONAL VENDORS, INC.		
Model 9E (Electric)	321.70
ROWE		
Crusader (8 Col) w Stand	145.75
Crusader (10 Col) w Stand	162.25
U-NEED-A VENDOR		
Monarch 6 Col w Stand	149.50
Monarch 8 Col w Stand	159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.		
"Auto Clerk"—(Gen'l Mdse.)	
ASCO VENDING MACH. CO.		
Nut Vendor		
ATLAS MFG. & SALES CO.		
Bulk Vendor		
AUTOMATIC BOOK MACH. CO.		
"Book-O-Mat"	
AUTOMATIC DISPENSERS, INC.		
"Drink-O-Mat"	
BALLY MFG. CO.		
Drink Vendor	
BERT MILLS CORP.		
"Hot Coffee Vendor"	540.00
COAN MFG. CO.		
U-Select-It—74 Model	85.50
U-Select-It—74 Model DeLuxe	95.50
U-Select-It—126 bar DeLuxe	127.50
DAVAL PRODUCTS CO.		
Stamp Vendor	
HOSPITAL SPECIALTY CO.		
Sanitary Napkin Vendor	
INTERNATIONAL MUTOSCOPE CORP.		
Photomatic	1495.00
Voice-O-Graph	1495.00
MALKIN-ILLION CO.		
"Cigar Vendor"	
NORTHWESTERN CORP.		
"Bulk Vendor"	
REVCO, INC.		
Ice Cream Vendor	
RUDD-MELIKIAN, INC.		
"Dwik-Cafe" Coffee Vendor	
SHIPMAN MFG. CO.		
Stamp Vendor	
TELECOIN CORP.		
Tele-juice	
THIRST—AID, INC.		
Drink Vendor	
U. S. VENDING CORP.		
Drink and Merchandise Vendor	
VENDALL CO.		
Candy Vendor	
VENDIT CORP.		
Candy Vendor	
VIKING TOOL & MACH. CORP.		
Popcorn Vendor	149.50



YOU'VE NEVER SEEN A MORE AMAZING
SOUND SYSTEM THAN

THE TEL-O-MATIC ROBOT

IT'S ALMOST HUMAN

Here's a golden chance for wide awake music operators and distributors to be FIRST in the richest market open to the finest development in Sound Engineering.

The Tel-O-Matic Robot has EVERYTHING — 40 selection phonograph for music programs — radio for special broadcasts — public address system for paging, commercial announcements, etc. — amplifier powerful enough to drive any number of speakers in any type of location — a complete daily program can be inserted at one time — there's no other equipment like it! No engineering as fine!!

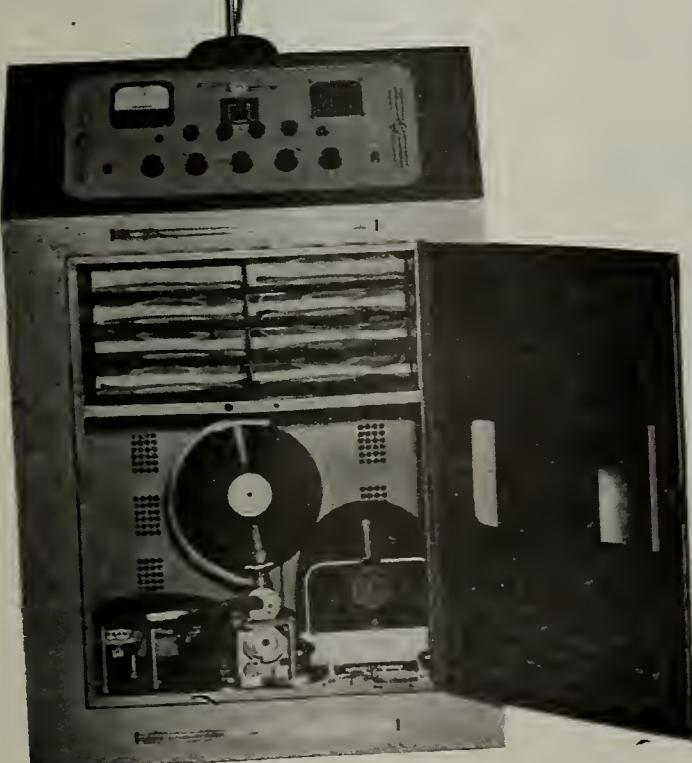
OPERATORS

The Tel-O-Matic Robot opens a completely NEW FIELD for you — for sales and rentals . . . get complete details TODAY!

DISTRIBUTORS

The market for the Robot is as wide as the industry and commerce of America. Factories . . . Stadiums . . . Department Stores . . . Hospitals . . . Offices . . . Funeral Homes . . . Industrial Cafeterias, etc.

CONTACT US IMMEDIATELY
FOR FULL DETAILS ON
TEL-O-MATIC ROBOT
DISTRIBUTORSHIPS



RUNYON SALES COMPANY

593 10th AVENUE, NEW YORK 18, N. Y.

BRYant 9-2235

123 W. RUNYON STREET, NEWARK 8, N. J.
Bigelow 3-8777

Wurgler Pushes Purge Against Use Of Offensive Records



ED. WURGLER

Following his initial blast against certain phonograph operators for placing "off color" and "gambling" records in their phonographs, E. R. Wurgler, Wurlitzer General Sales Manager, reports that he is daily receiving a flood of letters and wires from members of the industry giving him their support.

"I didn't have to be convinced," he stated, "that the great majority of all music merchants want to keep phonograph operation a clean business. That's a known fact. But it is reassuring to see such active interest on the part of the rank and file of this industry."

"Every far-sighted individual, whether manufacturer, distributor or operator, can see the outcome if objectionable records are allowed to find

NOW DELIVERING
FILBEN '47—Record Phono
Pantages Maestro Music System
Personal Music Systems

"Wisconsin's Leading Distributors"
UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WISC.

ALSO DISTRIBUTORS FOR
United's MEXICO
Square's SPORTSMAN ROLL
Adams-Fairfax CASH TRAY
U.S.V.C. Refrigerated Vendors

"A.M."
IT'S...THE DAWN OF A NEW ERA
IN AUTOMATIC SELLING!

their way into phonographs.

"Unfavorable reaction will come from the public, legislators and from newspapers.

"Let none of us stand idly by while a few short-sighted operators bring the house down on our heads. There are millions of dollars invested in the commercial phonograph business, thousands of families depend upon it for a living. A great part of the public relies on the juke box for musical entertainment. Let's not endanger our

own businesses and the wholesome enjoyment of the people we serve, by poor judgment and bad taste."

The Cash Box has also been receiving numerous letters from music operators throughout the country for quite a while condemning the use of "off color" and "gambling" records. With the appearance of Ed Wurgler's statement in the past issue, many more letters and phone calls have reached our office, complimenting his stand.

IF IT ISN'T
LISTED, WE MAY
HAVE IT IN STOCK!

28,000 SQ. FT.
BETTER DISPLAY—
SUPER SERVICE!



EMPIRE SUPER MARKET'S

1012-14 MILWAUKEE AVE.

Yes!

We Welcome Trade-Ins!

YOUR OLD, PRE-WAR 5-BALLS ARE WORTH

UP TO \$40 EACH

IN TRADE ON NEW MACHINES! SEND YOUR LIST TODAY!

BRAND NEW CLOSEOUTS!

CHICAGO COIN PLAY BOY	\$214.50
GOTTLIEB LUCKY STAR	219.50
UNITED HAVANA	219.50
MARVEL LIGHTNING	199.50

OUR SUPER VALUES!

NEW BAT-A-BALL, SR. \$84.50; NEW BAT-A-BALL, JR. WITH STAND \$29.50	
4 GENCO WHIZZ & STAND—Brand New	79.50
50c MILLS GOLDEN FALLS, H.L., NEW REBUILT	249.50

NEW PIN GAMES

BALLY DOUBLE BARREL	\$145.00
UNITED HAWAII	295.00
BALLY BALLYHOO	279.50
KEENEY CLICK	295.00
GOTT. MARJORIE	294.50
P. & S. SHOOTING STARS	149.50
WILLIAMS FLAMINGO	299.50
CHICOIN GOLO BALL	279.50
EXH. MAMSELLE	295.00
GENCO HONEY	279.50

NEW ARCADE MACHINES

AMUSEMATIC TUMBLER	\$325.00
SPEEDWAY BOMBSIGHT	359.50
ADVANCE ROLL	469.50
PREMIER BOWL	425.00
PREMIER TEN GRAND, 10 1/2, Ft.	450.00
BASKET B. CHAMP	499.50
POKERINO	445.00
METAL TYPER	445.00
WILLIAMS ALL STARS	469.50
IOEAL FOOTBALL	365.00
ARISTO-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE SCALE	WRITE
AMERICAN FORTUNE SCALE	169.50

NEW COUNTER GAMES

POP-UP	\$37.50	DAVAL MARVEL, CIG. REELS	39.50
ABT CHALLENGER	49.50	IMP., 1c or 5c	14.50
FOLDING STAND	11.95	BEST HAND	49.50
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	49.50
GRIP-VUE	49.95	SKILL THRILL	49.50
BASKETBALL, 1c	39.50	FREE PLAY—SPECIAL	45.00
WITH STAND	49.50	HEAVY HITTER	184.50
KICK. & CATCHER	37.50	WITH STAND	196.50

NEW SLOTS

JENNINGS LITE-UP CHIEF	5c \$324	10c \$334	25c \$344	50c \$354
JENNINGS STANDARO CHIEF	269	279	289	3-9
MILLS BLACK CHERRY	220	225	230	320
MILLS GOLDEN FALLS, H.L. 2-5	230	235	240	330
WATLING ROTATOP	175	200	225	300
GROETCHEN OE LUXE COLUMBIA	\$74.50	LOTS OF 5	65.00	
	J. P. COLUMBIA	\$145.00		
		J. P. COLUMBIA	\$110.00	

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVARHUND—DE LUXE	\$262.00
Single, \$119.50; Double, \$174.25; Triple	
CHICAGO METAL REVOLVAROUNO SAFES—UNIVERSAL	
Single, \$79.50; Double	116.75
HEAVY REVOLVAROUNO SAFES—10-GAUGE STEEL	
Single, \$175; Double	225.00
BOX STANDS	\$27.50
FOLDING STANDS	12.50
DOWNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER AND CARRYING CASE	159.50

SLOTS

5c MILLS BLUE FRONT, OHIO.	\$ 99.50
10c MILLS BLUE FRONT	169.50
25c MILLS BLUE FRONT	119.50
10c BONUS BELL	129.50
25c BONUS BELL	139.50
5c GOLO CHROME, 2-5	119.50
5c GOLO CHROME, H.L.	129.50
10c GOLO CHROME, H.L.	139.50
25c MILLS CLUB CONSOLE	149.50
VEST POCKETS, 1946 Model	49.50
10c BLACK CHERRY, NEW REB.	149.50
5c JENN. SILVER CHIEF	99.50
COLUMBIAS J.P., 1946 Model	99.50
5c JENN. BRONZE CHIEF, 2-5	199.50
JENN. LITE-UP CHIEFS—Used 10 Days	199.50
5c—\$215; 10c—\$225; 25c—\$235.	

CONSOLES

25c KEENEY BONUS SUPER BELL	\$ 449.50
50c KEENEY BONUS SUPERBELL	395.00
BAKER'S PACERS, D.D., J.P., New	\$395.00
je COMB, SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
je BUCKLEY TRACK ODOS, J.P.	435.00
HI HAND, COMB.	119.50
WATLING BIG GAME, 5c, P.O.	69.50
je PACE SARATOGA SR., P.O.	99.50
PACE REELS, COMB.	109.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
WATLING BIG GAME, F.P.	69.50
HILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
5c BALLY CLUB BELL	99.50
25c BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING OOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

NEW ONE BALLS

BALLY ENTRY, P.O.	\$595.00
SPECIAL ENTRY, F.P.	595.00
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

NEW CONSOLES

BALLY HI-BOY	339.50
BALLY TRIPLE BELL	895.00
OE LUXE DRAW BELL	512.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	595.00
EVANS WINTERBOOK	729.50
EVANS RACES	875.00
BAKERS PACERS, 5c, D.D.	629.50
BAKERS PACERS, 25c, O.O.	689.50
GROETCHEN TWIN FALLS	439.50

NEW VENDORS

SILVER KING, 1c or 5c	
NUT OR BALL GUM	\$ 13.95
SILVER KING HOT NUT	
VENOOR	29.95
VICTOR MODEL V, 1c GLOBE	
TYPE	11.75
CABINET TYPE	13.75
25c SANITARY VENOORS	22.50
FOR ALL SPECIAL USES	WRITE

ONE BALLS

VICTORY SPECIAL, AUTO. SHUFFLE	345.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
PIMLICO, F.P.	119.50
'41 DERBY	99.50
RECORD TIME, F.P.	79.50
LONGACRE, F.P.	149.50
TURF KING, P.O.	129.50
JOCKEY CLUB, P.O.	119.50
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	104.50
KENTUCKY, P.O.	109.50
SPORT KING, P.O.	79.50
FAIRMOUNT, P.O.	129.50
VICTORY DERBY, P.O.	184.50

ARCADE

AMUSEMATIC BUOYERANG	149.50
EVANS TEN STRIKE, 1947 MODEL	\$279.50
WMS. ZINGO	89.50
EVANS TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
PIKES PEAK	19.50
GENCO WHIZZ—Like New	59.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	194.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	99.50
MUTOSCOPE SKY FIGHTER	99.50
RAPIO FIRE	99.50
PITCHEM & CATCHEM	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	5.50
ADVANCE SHOCKER	17.50
BALLY UNOERSEA RAOER	149.50
AMUSEMATIC JACK RABBIT, F.S.	219.50

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLDT 6288 • CHICAGO 22, ILL.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

Claude Hall Re-Elected President Of Alabama Music Operators Assn.

Pledge Support To Damon Runyon Cancer Fund

MONTGOMERY, ALA. — Claude Hall, Jasper, Ala. operator, was re-elected President of the Alabama Music Operators Association in a two day meet held in this city on August 24 and 25.

Other officers elected were: T. E. Farned, Russellville, 1st vice-president; C. L. Cawlishaw, Mobile, 2nd vice-president; Sam H. Stewart, Tuscaloosa, Treasurer; and I. E. Cohen, Montgomery, Secretary. Voted to sit on the Board of Directors were: Nathan Allen, Birmingham; Paul Daniels, Montgomery; W. B. Loosier, Decatur; Johnnie Walters, Selma; J. H. Wienand, Fairhope; J. C. Barnes, Demopolis; David Franco, Montgomery; Leonard Barnes, Selma; C. J. Fox, Mobile; and Ollie Coker, Birmingham.

R. E. L. Choate, business manager for the association, introduced Ed E. Reid, executive secretary of the Alabama League of the Municipalities, principal speaker at a luncheon held the first day at the Whitley Hotel. The following afternoon and the next day were given over to business matters concerning music machine operation.

The association voted unanimously to support the CMI Damon Runyon Cancer Fund—each operator in the state to give a percentage from the gross receipts of his machine beginning at once and carrying on until January 1.

A great deal of time was devoted to the subject of the cost of music machines and equipment and obtaining a better commission arrangement. Ten cents a record, 3 for 25c was discussed, but since this plan had been tried in the state by several operators and found unsuccessful, the membership discarded any thought along the lines of raising the price of music to the public. Several plans were suggested by various operators and the one which received the most attention was a declining scale plan of commissions with locations, which would be based on the gross receipts ranging from 25% if the gross was less than \$6—to 50% if over \$18. Members of the association are going to experiment with the various plans, and pass on the results to the association. Some of the members urged that the commission arrangements suggested in the many edi-

torials of *The Cash Box* (front money and 50-50%—or 25-75%) be given a trial.

The second annual meet of the Alabama music operators wound up its successful meet with a barbecue at Paul Daniels' summer cottage on Lake Jordan.

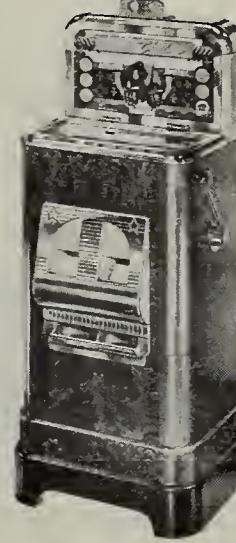
Eastern Sales Co. In New Quarters

ROCHESTER, N. Y. — Fred Iverson and Johnnie Bilotta, Eastern Sales Company, opened the doors of their new salesrooms and offices at 2011 East Main Street, this city, on September 6.

A real full blown party was thrown by Iverson and Bilotta for the operators and their friends on Saturday and Sunday, September 6 and 7.

Eastern Sales Company has grown by leaps and bounds, and today are one of the most substantial distributing companies in the State. Both Iverson and Bilotta have many years of coin machine experience behind them, and have developed real substantial friendships

JENNINGS SENSATIONAL TWIN PLAY CHALLENGER IMMEDIATE DELIVERY



Available in

5c-5c 5c-10c 5c-25c

play

It's the console that needs little more floor space than a single machine!

Don't Wait... Contact Your Dealer or Write

O. D. JENNINGS AND COMPANY
4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS
..... The Leader in the Field for over 40 Years

IT'S ALWAYS "fiesta" TIME
WHEN MUSIC OPERATORS MAKE THEIR COLLECTIONS

from the **Aireon** "fiesta"
EXCLUSIVE DISTRIBUTORS

HERMITAGE MUSIC COMPANY

423 BROAD STREET
NASHVILLE 3, TENN.

1904 EIGHTH AVENUE, N.
BIRMINGHAM, ALABAMA



BIG BOWLING SEASON OFFERS BIG OPPORTUNITY FOR ALL OPERATORS

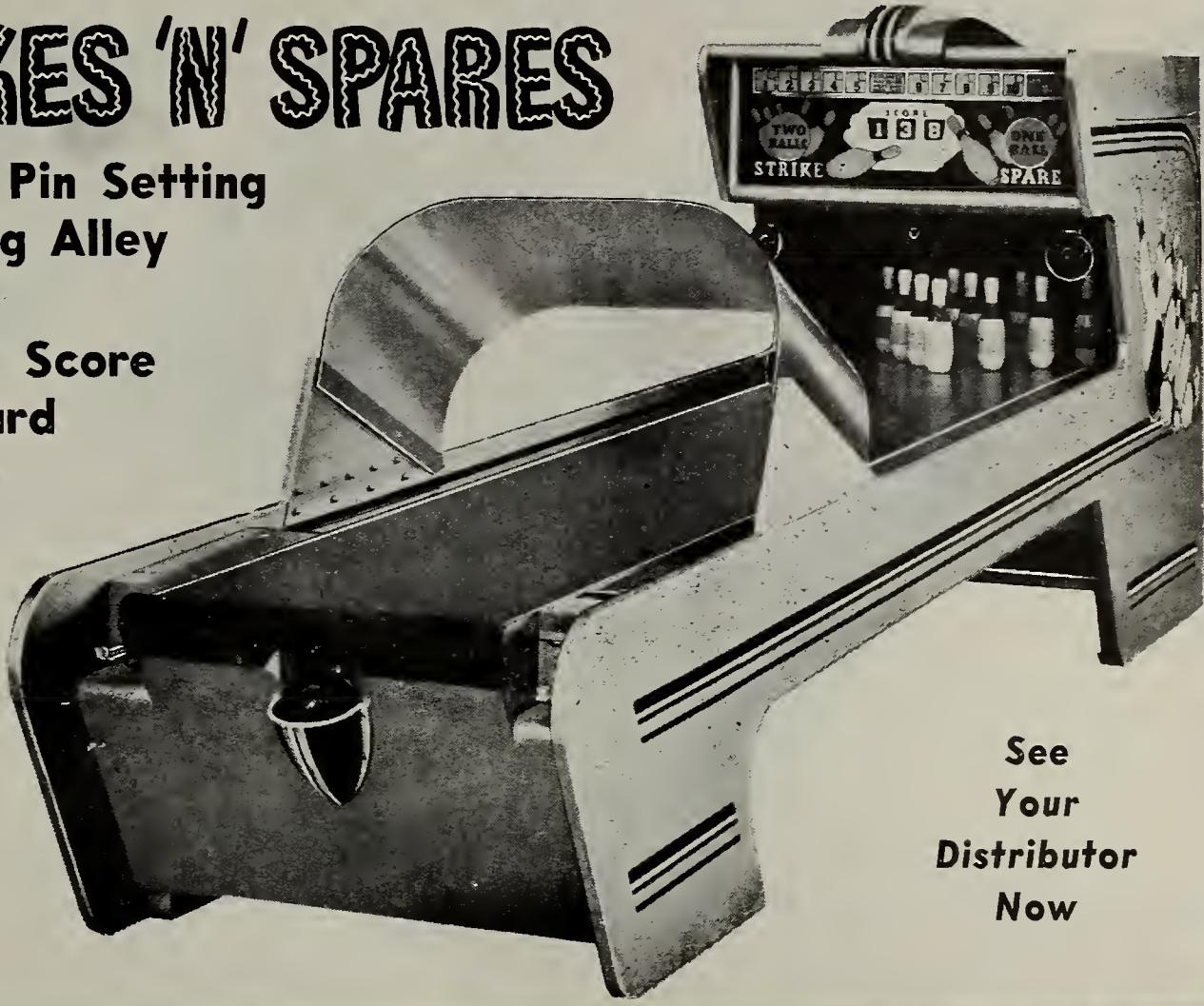
STRIKES 'N' SPARES

Automatic Pin Setting
Bowling Alley

Electric Score
Board

Automatic
Ball
Return

Phenomenal
Earning
Power



See
Your
Distributor
Now



ALLITE MFG. COMPANY
MAIN OFFICE AND FACTORY — 5732 DUARTE STREET, LOS ANGELES 11, CALIF.



Coinmen Run Special Events and Donate Percentage of Receipts To Cancer Fund

CHICAGO — Jim Mangan, director of CMI Public Relations Bureau, has been receiving loads of mail informing him of the plans and special events being unfolded by coinmen thruout the country in support of the Damon Runyon Cancer Fund drive. Among them were the following.

Lou Wolcher, Advance Automatic Sales Co., San Francisco, California, has been conducting a campaign of his own with his operators, for the Damon Runyon Memorial Fund for Cancer Research. As a result of his efforts, he advises the CMI Public Relations Bureau that the Puccio Novelty Company, 288 East 3rd St., Pittsburgh, California, an operator customer, will donate 5% of the proceeds of their company during the week of August 24 to the Damon Runyon Cancer Fund.

Louis Boasberg, New Orleans Novelty Co., New Orleans, writes that they designated Wednesday, September 3rd as Damon Runyon Cancer Fund Day in their Arcade. Mr. Boasberg states, "Everything taken in on this day will be sent to the Fund".

Leo Weinberger, Southern Automatic Music Co., Louisville, Ky., reports that two of his operator customers have agreed to set aside a week for the Drive. They are the Weaver Enterprises, 715 North 4th, Lafayette, Indiana, who will donate 5% of the proceeds of their machines for the week of September 1st; and the Stivers Novelty Co., 1316 N. W. Fifth St., Richmond, Indiana, who will give 10% of all their revenue during the

week of October 12.

Ben Axelrod, Olive Novelty Co., St. Louis, Mo., also advises that one of his customers, I. W. Hudson, Jr., 229 Main St., Mound City, Ill., will donate 10% of their proceeds for one week to the Fund.

Signs reading, "THIS MACHINE IS WORKING FOR DAMON RUNYON CANCER FUND" have been provided these operators to inform the public of the great good the Coin Machine Industry is doing in the fight against Cancer.



Get In The Dough
with
Williams'

"FLAMINGO"
11 WAYS TO WIN



YOU'LL AGREE . . . IT'S THE GAME OF THE YEAR!

ORDER NOW!

**CONSOLIDATED
DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.**



The FALL SPECIAL Issue
OF
THE CASH BOX
Will be dated Sept. 22nd
CLOSING DATE SEPT. 18th

STARTS THE BIGGEST COIN MACHINE ERA IN HISTORY. EVERY COIN MACHINE COMPANY — OPERATOR — JOBBER — DISTRIBUTOR — AND MANUFACTURER — IS NOW READY FOR THE FASTEST ACTION EVER SEEN!



Get Your Share of the Business!
Your Ad Will Reach the Entire Trade
at the Moment When Everybody is
Most Interested in Buying.

Reserve Your Space Now for
Preferred Position!

THE CASH BOX

PUBLICATION OFFICE: 381 FOURTH AVE., NEW YORK 16, N. Y. (Tel: MU 4-7797)

CHICAGO OFFICE
32 W. RANDOLPH ST.
(Phone: DEarborn 0045)

LOS ANGELES OFFICE
422 W. 11th ST.
(Phone: PRospect 2687)

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

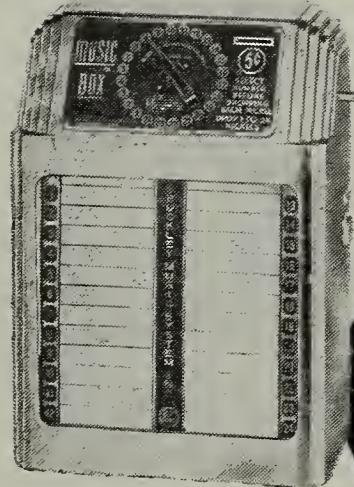
Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Surf
Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominators or Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50.00



THE NEW Music Box



\$25.00

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250.00

Buckley Manufacturing Co.

6223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

CMI Mails Folder On Awards For 1947

CHICAGO—A folder, "CMI PUBLIC RELATIONS AWARDS FOR 1947" recently prepared by the CMI Public Relations Bureau, gives the list of awards offered by the Coin Machine Industries, Inc., for outstanding public relations activities of the members of the Industry during 1947.

As reported previously, these awards are:

First	\$1,000 Cash
Second	750 Cash
Third	500 Cash
Fourth	250 Cash

and will be given to the four men in the Coin Machine Industry who have done the best job of public relations in their own communities during 1947. Awards will be made at the Annual Coin Machine Convention, January 19 to 22, 1948.

The CMI Public Relations Bureau announces that definite consideration will be given to all members of the industry who work on the current Damon Runyon Cancer Fund Campaign, since the Bureau considers this campaign its outstanding public relations project so far.

The Folder is being sent out to all CMI members this week and members are asked to read the rules governing the Awards carefully. All information pertinent to the Contest is clearly outlined for the convenience of entrants in the Contest.

C M A C Appoints T. H. Sams Mgr. San Francisco Office

Open Branch In New Orleans

CHICAGO—Coin Machine Acceptance Corporation (CMAC), this city announced this week the appointment of T. H. Sams as branch manager for San Francisco, Calif. Sams is being transferred from the Chicago office to replace Joseph G. Boyle, who was recently transferred to the Sales Department as the East Coast Representative.

E. R. Ratajackson, vice president of CMAC, also announced that the firm is opening a new branch office in New Orleans, La., at 348 Barronne Street. These offices will be under the management of J. F. Halliburton.

"Red" Coins No Violation

WASHINGTON, D.C. — "There's no federal statute against the painting of nickels "red" for the playing of music machines" the secret service department reports.

These painted coins were called to the attention of the department, as a number of coinmen have their location owners use these coins to promote more active play on the machines, and then are not counted in the receipts.

While the secret service admit the painting does not come under the statute of mutilation of coins, it "frowns" on this practice, and it was made clear it will do what it can to discourage the practice.

COMING SOON!

A ROUNDUP OF STEADY-HEAVY PIN GAME PROFITS!

WATCH GENCO!

GENCO MFG. and SALES CO.
CHICAGO

For Service...

SEE

FRANKEL

For Quality...

SEE

FRANKEL

For Values...

SEE

FRANKEL

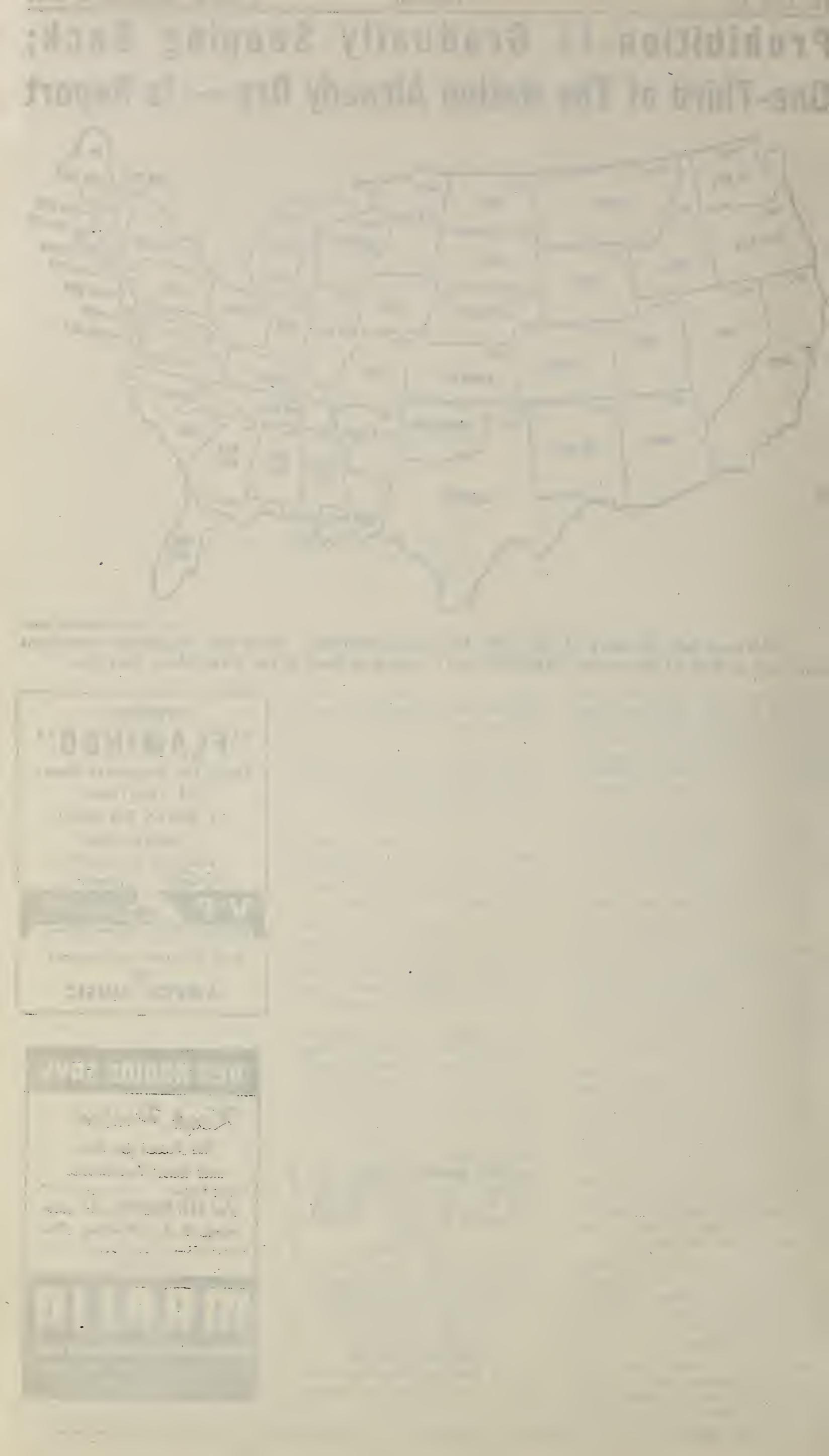
All used equipment perfectly reconditioned and fully guaranteed!

DISTRIBUTORS FOR
THE NEW PACKARD
Manhattan
PHONOGRAP



ROCK ISLAND, ILL. — 2532 Fifth Ave. — Phone 153
DES MOINES, IA. — 1220 Grand Ave. — Phone 3-0184
OMAHA, NEBR. — 1209 Douglas St. — Phone Atlantic 3407
KANSAS CITY, MO., 3814 Main St., Phone Westport 4456

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!





STRAIGHT FROM THE SHOULDER



QUESTION: What has delayed ALL STARS shipments?

ANSWER: The unprecedent play ALL STARS test games received showed up a few "bugs"

QUESTION: Will the new improved ALL STARS have any "bugs?"

ANSWER: NO! It is 100% mechanically perfect!

QUESTION: Has the additional 10 and 25c coin chute increased collections?

ANSWER: 25% to 40% of the collections have been dimes and quarters!

QUESTION: Is ALL STARS suited for all locations?

ANSWER: YES—in fact, Pin Table locations have shown ALL STARS earnings exceed any other type game!

QUESTION: Is ALL STARS a Free Play or Novelty Game?

ANSWER: ALL STARS can be operated either way by a simple plug adjustment!

QUESTION: Is ALL STARS a seasonal game?

ANSWER: NO! It is a year 'round game. Your experience in operating baseball type games has shown you, as a rule, that fall and winter collections exceed summer collections.

QUESTION: Is ALL STARS easy to play?

ANSWER: Yes—one of the outstanding virtues of ALL STARS is the simplicity of operation and tremendous play appeal.

QUESTION: Can ALL STARS be moved as easily as a Pin Game?

ANSWER: Yes. The dimensions are about the same. The back box, legs and console front are removable.

QUESTION: When will the new, improved ALL STARS Game be available?

ANSWER: Shipments are now being made. Only a limited quantity of ALL STARS will be made. Be sure to reinstate your orders now with your distributor to insure delivery of the greatest game of all time . . . ALL STARS!

Williams
MANUFACTURING
COMPANY

161 W. HURON ST., CHICAGO 10, ILLINOIS

Revenue From Bell Machines Keeps Ohio Town In Sound Financial Condition

Overcomes \$30,000 Debt In 10 Years — \$19,000 Surplus

PUT-IN-BAY, O. — Mayor Henry Fox of this resort island village, answering some of the criticism pointed at him by the state liquor inspectors for permitting the operation of bell machines, pointed out that money collected from yearly fines have put his town on a sound financial basis.

Mayor Fox, described as the 77-year-old good humored mayor, following a practice of "fine 'em and let 'em run," has netted almost \$50,000 for the general fund of Put-In-Bay Village in the 10 years he has been in office.

Yearly fines of \$100 each have wiped out a \$30,000 bonded indebtedness and the village treasury today sports a \$19,000 surplus.

"It's all very legal" asserted Fox, "I just issue warrants against the machine operators and then hold court. They plead guilty and pay up."

The mayor admits he has been financing his village chiefly thru bells since he took office in 1937. One year the take was \$5,100. It has never been less than \$3,500. Last July 15, Fox assessed four operators \$4,100 for 41 machines.

"There is absolutely no graft. What's more," he says, "we can produce receipts, court records and general fund accounts to prove that the money went to benefit the village's 500 year-around residents."

Once a year, around July 4, Mayor Fox says that he enlists one of the village's two policemen, and they make a round of the spots, counting the machines.

"Why should the Government in Washington get any more out of the machines than we do," Mayor Fox argues. "Now these fellows pay \$200 a year and nobody bothers them."

"The people here know all about it," he continued, "and know that I handle the money honestly, otherwise they would never have stood for it. Nobody here plays the machines much, and the bells go only in the summertime when the tourists keep them going."

The \$30,000 debt was standing when Fox became mayor. The village's only income was from tax money and it wasn't enough to keep up city services. It took Fox until three years ago to pay off that \$30,000, but, now, thanks to the bell machines, the paving bills are paid and the water works is debt free.

Shaffer Music Co. Called "Department Store"

COLUMBUS, O. — Shaffer Music Company, this city, is labeled a "Coin Equipment Department Store" by local operators. In addition to distributing the equipment of a great many manufacturing companies, Shaffer carries on a large business in used machines.

"We offer the operator" states Ed Shaffer "a carefully selected line of equipment which covers every phase of the coin machine business—from bells to vendors, and if we do not have the particular piece of equipment on hand, we are in a position to secure most any other machine which an operator may need."

The firm handles the lines of J. P. Seeburg Corporation; J. H. Keeney & Company; D. Gottlieb & Company; Williams Manufacturing Company; O. D. Jennings & Company; Genco Manufacturing Company; Chicago Coin Machine Company; Marvel Manufacturing Company; A.B.T. Manufacturing Company; Columbus Vending Machine Company; and Norris Manufacturing Company.

Catering further to operator's needs, Shaffer Music maintains one of the most modern equipped repair departments and stock rooms containing parts and supplies. "Every used machine that leaves our floor is carefully checked and completely renovated by experts," stated Shaffer. "These machines when received by our customers are ready to be placed right on location."

"With all these machines and services available" he concluded "it's no wonder the coinmen here call us the 'Department Store'."



DAVID ROSEN
EXCLUSIVE DISTRIBUTOR
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2258

CLOSING OUT! 1000 GOLDEN FALLS CABINETS

Complete—Fits Any Type
Mills Escalator Machine.
Available Hand Load or
Reserve Type.

WIRE OR PHONE COLLECT
FOR SPECIAL QUANTITY PRICES

American Amusement Company

164 E. Grand Ave., Chicago 11, Ill.
Tel. WHitehall 4370

Distributors For WILLIAMS
GENCO - BALLY - EXHIBIT and CHICAGO COIN

King-Pin

EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street

Phone 2-0023

DISTRIBUTING COMPANY

DETROIT 1, MICH.

Phone TEMple 2-5788



KAYEM
VIT-O-MINS
14 In One
Multi-Purpose
1-5-10 Vendor

Baked enamel,
Seamless, Deep
Drawn Exterior,
Easy to clean.

All purpose
location
possibilities



KAYEM
DENTAL
KIT VENDOR

- Eye Catching, Colorful.
- 90% Margin For Profit
- Unlimited Location Possibilities
- Tremendous Consumer Demand
- Beautiful — Modern — Adoptable



KAYEM
CHewing
GUM VENDOR
First Again with
the Finest — This
Sensational New
Chewing Gum
Vendor.

Full kit of replace-
able Decals avail-
able — Will vend
either Nickel Pock
or Penny Stick.

PAUL A. LAYMON, INC.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA AND THE HAWAIIAN ISLANDS

1429-31 and 1503 W. PICO BLVD. Phone: PROspect 7351 LOS ANGELES, CALIF.



HAWAII

by UNITED

with **Super BONUS FEATURE**

INCENTIVE SCORING POCKETS

HIGH SCORE BUILD-UP

MANY WAYS TO SCORE REPLAYS

STEPPED-UP PROFITS

"Greater Than Mexico"

See Your Distributor

GIVE TO THE DAMON RUNYON CANCER FUND

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Appointed Distrib. For So. California



LYN BROWN

LOS ANGELES, CALIF. — Lyn Brown of Lyn Brown Company, this city, has been appointed distributors for Esso Manufacturing Corporation's "Esso Stars", according to an announcement by Jack Semel of Esso.

Brown returned to his Los Angeles office a few weeks ago after spending some time in New York City. He visited Semel and Jack Rubin of Esso Manufacturing Company at their plant in Hoboken, N. J. and worked out the details of the deal. Brown will cover the entire Southern California territory as exclusive distributor.

"Esso Stars" a roll down game, with rollover button and high scoring features, are now being shipped to Brown.

Coinmen Own Ohio's Zane Caverns

COLUMBUS, O. — Bernard "Nick" Nebel and his son George of G. N. Vending Company, this city, have a very unusual business interest aside from their coin machine company. These coinmen own and operate the nationally known Zane Caverns near Bellefontaine, Ohio, which they purchased about a year ago.

Zane Caverns is one of the two largest, and the only two-level cavern in the state. Visitors are registered from nearly every state in the Union and a half dozen foreign countries every year. A typical summer week-end draws over 1,000 to the newly constructed free park at the entrance to the caverns, which covers over 100 acres of forest and scenic canyons.

According to Nick and George Nebel, it takes about an hour for a guide-conducted party to tour the caverns. Electric lights (enough to light a small village) reveal thousands of stalactites and fairyland formations. One stalactite which has puzzled geologists stands at a 90 degree angle to the surrounding stalactites. Solid "Bubble" crystals found in Zane Caverns are believed to be the only ones known to exist. Another stalactite is over 9 feet in height.

Harvey Hobbs and Joe Flynn, among other coinmen, who have made the tour recently, claim the visit was well worth while.

The Nebels, who have been operating coin machines for over 18 years, are very enthusiastic over their new venture, and are constantly making improvements in the caverns.



JOE ASH

Active Amusement Machines Co.

666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495

1060 BROAD STREET, NEWARK, 2, N. J.
Phone: Mitchell 2-7646

1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

ACTIVE
Reconditioned
GAMES
'NUFF SAID!
For A
Complete
List of
Specials

Drop a Line
to Any One
of Our
3 Offices

New Coin Chute Developed To Reduce Maintenance

NEW YORK — The Bell Telephone System engineers, in order to overcome the wear and tear suffered by the coin chutes on telephones due to the nearly 5,000 nickels dropped into the average pay telephone every year, have developed a coin runway which is five or six times more durable than the present one.

The new runway is coated with neoprene, a rubber-like plastic, in the places where the nickels hurt most.

The installation of this newly developed coin chute is expected to reduce maintenance greatly.

U. S. Vending Corp. To Manufacture Frozen Food Vendor For Birdseye

Production Scheduled For Early In 1948



HENRY T. ROBERTS

CHICAGO — Henry T. Roberts, Vice President and Director of Sales, United States Vending Corporation this city, announced this week an exclusive agreement with Clarence Birdseye, of frozen food fame, for the manufacture and sale of his recently perfected automatic coin operated frozen food dispensing equipment.

Production is scheduled for early 1948.

Nash-Kelvinator will manufacture the cabinets and refrigerating mechanism. The patented device will vend frozen foods and ice cream in a variety of different-sized packages and includes an adjustable change-making feature, permitting daily adjustments according to price variations.

It is claimed to be the only mechanism which will not "frost-up" from condensation at sub-zero temperatures.

Contract Mfging Division Added by American Time

SPRINGFIELD, MASS. — A contract manufacturing division for the coin machine industry has been added to facilities of American Time Corporation here, it was announced by Frederick H. Hunter, president. Largely occupied in the design of electrically driven timing devices for coin-operated equipment, American Time Corp. is adding the new division as part of its 1947 expansion program.

This new division will concentrate largely on mechanical and electrical assemblies and sub-assemblies for manufacturers whose own facilities cannot be extended.

Utilizing newly developed facilities within its recently acquired Pond engineering division, the Company will offer production design and engineering as well as facilities for tooling, model-making, electrical and mechanical engineering design.

"A.M."
**IT'S...THE DAWN OF A NEW ERA
 IN AUTOMATIC SELLING!**

Gottlieb Introduces New Pin Game



DAVE GOTTLIEB

CHICAGO — Dave Gottlieb, D. Gottlieb & Co., this city, this week introduced a new novelty pin game to the trade called "Bowling League".

Taking advantage of the forthcoming bowling season, which starts right after Labor Day, Gottlieb stated "There are more bowlers in this country than any other sporting activity. 'Bowling League' follows the bowling play in a pin game cabinet, giving the operators the opportunity of 'cashing in' on many thousands of bowlers. It is high score game with 'jet' kickers propelling the ball back thru the field for tantalizing shots and extra scoring. The game is in full production and our distributors thru the country are making immediate deliveries."

2 TERRIFIC 5-BALL GAMES

The REVOLUTIONARY New
 William's
FLAMINGO
 Riotous, Furious Action

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 KEENEY'S
CLICK
 13 Ways To Score

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GUARANTEED PERFECT
 MECHANICALLY AND
 IN APPEARANCE

LOOK AT THESE PRICES!

MUSIC

3 Wurlitzer 600K, each	\$149.50
4 Wurlitzer 500, each	149.50
1 Wurlitzer 800	265.00
6 Wurlitzer 600R, each	134.50
4 Wurlitzer 950, each	265.00
4 Seeburg Lo-Tones, each	295.00
10 Seeburg 9800 ESRC, each	185.00
3 Seeburg Envoys ES, each	159.50
1 Seeburg Cadet	159.50
1 Seeburg Gem	135.00
1 Seeburg Major	159.50
2 Seeburg Commanders ESRC, each	169.50
10 Seeburg 8800 ESRC, each	185.00
5 Seeburg Classics, each	159.50
5 Seeburg Colonels ESRC, each	169.50
2 Seeburg Vogues, each	159.50
1 Seeburg Rex	90.00
1 Seeburg 8200 Victory	100.00
10 Rock-Ola Super, each	155.00
5 Rock-Ola DeLuxe, each	145.00
2 Mills Thrones, each	100.00

AMUSEMENT GAMES

7 Sportsman Rolls, Like New, each	\$235.00
1 Bowlo, Like New	225.00
Esso Stars (New)	Write

1/3 DEPOSIT, BALANCE C.O.D.
 OR SIGHT DRAFT

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 FIRST SERVED!
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RIGHT DOWN YOUR ALLEY!

GOTTLIEB'S New High Score Hit BOWLING LEAGUE

"JET" KICKERS—Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!

INCREASED SCORING VALUES When All Pins Are "Down"!



MOST DEPENDABLE!

DAILY RACES

1-Ball Multiple

Payout or Replay Models

ORDER FROM
YOUR
DISTRIBUTOR



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MINNESOTA STATE ATTORNEY RULES FREE PLAY PINS OKAY

ST. PAUL, MINN. — Pinball machines which return only free replays are not in violation of either the lottery or the gambling laws of the state, Attorney General J. A. Burnquist held this past week.

In a legal opinion to Bruce J. Broady, St. Paul corporation counsel, the attorney general said that the legislature intended a free replay shall not be deemed to be a thing of value.

"If it is not a thing of value within the meaning of our gambling statutes," said the attorney general, "it should not be construed as property of a thing of value within the meaning of our lottery laws."

At present 17 applications for machines are pending before the St. Paul city council. Permits have been held up pending a supreme court appeal from an order issued last spring by Ramsey county attorney James Lynch. Lynch had ruled that free replay pinball machines were illegal.

Operators in this city obtained a temporary restraining order in district court which permitted the machines in operation to continue until the final ruling of the court.

Corporation counsel Broady said that the effect of Burnquist's ruling on the new applications would have to be decided by the council itself.

"There are statutes in some states and ordinances in some cities that clearly prohibit the operation of pinball ma-

chines with or without a free play," Burnquist wrote.

"If our statutes were as definite as those in other states with respect to this class of machine there would be no difficulty in determining the question."

Broady described free play machines as "coin operated devices which do not return any chips or tokens. However, if a player attains certain scores, he becomes entitled to one or more replays, the machines being so adjusted that they automatically give him such replays."

Amusement game operators throughout Minnesota still have one more battle to win in the state. The State Supreme Court may be asked to issue a final official decision.

Bally Offers Bulletin Binder Free To Ops

CHICAGO — Bally Manufacturing Company, this city, has made available free of charge a loose-leaf binder for operating instructions, service bulletins and parts catalogs.

An index of current Bally bulletins is furnished with the binder.

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AD

In Now For

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FALL SPECIAL

ISSUE

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SEPT. 18th

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Commandos 150.00
1939 De Luxe 150.00
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Empress 17.50
WURLITZER 25.00
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MILLS 100.00
WALL BOXES 125.00
WS2Z (20 Button, 5c) 100.00
WS10Z (20 Button, 5-10-25c) 165.00
WB1Z (Bar-O-Matic, 5-10-25c) 165.00
Crating on Phonos Only, \$15.00 Additional 100.00

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- Properly packed for shipment anywhere in the world!

IF THIS MACHINE
DOES NOT MEET
EVERY CLAIM WE
MAKE RETURN IT
AND WE WILL PAY
FREIGHT BOTH
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Our export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

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Williams Mfg. Co. Starts Shipments of Improved Game



TONY GASPARRO

CHICAGO—Williams Manufacturing Company, this city, explained to the trade the reason for the delay in shipments of their novelty baseball game "All Stars".

"The unprecedented play 'All Stars' test games received showed up a few 'bugs,'" reported Tony Gasparro, general manager of Williams Manufacturing Company. "The new improved game is 100% mechanically perfect, and we are now making shipments."

"Our tests have shown that this baseball game has met with a great

reception" continued Tony "and many favorable features have been pointed out to us. 'All Stars' can be placed in every conceivable type of location, and gets a play regardless of the season. The simplicity of operation and acceptance by the players has been amazing."

"One of the most outstanding features of the game" he stated "is the additional 10c and 25c coin chute, and our tests show that between 25% to 40% of the coins in the cash box have been dimes and quarters."

Gasparro informs us that all Williams' distributors will have "All Stars" for immediate deliveries.

Bell Machines' Revenue Exempts Citizens From Local Taxes

OLDTOWN, IDAHO — This newly incorporated village in the northern tip of Idaho promises to be the taxpayer's paradise.

Village trustees say that taxes won't be necessary at all because an estimated \$10,000 a year yield from Bell machines and liquor licenses will be more than enough to cover all municipal expenses.

Start The
FALL SEASON

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**HIGH
GEAR**

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ISSUE OF

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FRIDAY AND SATURDAY, SEPTEMBER 12, 13

A big time for operators, jobbers and distributors! Genial "Chris" Christopher is your host! Fun and refreshments! Newest Bally Equipment on display. Don't miss the "CONVENTION AT CHRIS" on Friday and Saturday, September 12 and 13. Remember the date and be sure to attend!

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BALLY REGIONAL DISTRIBUTOR

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Pierce Distrib. Co. Shows "Manhattan" At Rockford, Ill.

BRODHEAD, WIS.—Pierce Distributing Company of this city, held its first showing of the Packard "Manhattan" phono at the Faust Hotel, Rockford, Ill. recently. Operators from Rockford and immediate vicinity were the guests of C. S. Pierce, head of the distributing firm.

Larry Frankel of Frankel Distributing Company drove Bill Bolles, advertising manager of Packard to the party in his new Cadillac. Bob Bleekman, regional manager for Packard, threw a nice dinner party for the guests, which included Charles L. Cade, General Sales Manager of Packard.

Among those who attended the showing were: W. B. Kerr, Rockford; J. C. McClay, Rockford; H. Rubert, Rockford; A. Nordgren, Rockford; Dick Barbuer, Beloit, Wis.; Adam J. Kees, Rockford; Jack Vella, Rockford; H. H. Rimmerman, Rock Island; Harold Livingston, Rockford; Mr. & Mrs. Curt Reynolds, Rockford; Harold Shonts, Monroe, Wis.; Mr. & Mrs. Rodger Bernstein, Brodhead, Wis.; Joe Ruttenburg, Rockford; Mr. & Mrs. S. L. Wraight, Brodhead, Wis.; Mabel Bork, Brodhead; Dorothy Jacobson and Francis Saunders, all of Brodhead, Wis.

"All the operators who attended the showing" reported Pierce, "were enthusiastic in their praise of the "Manhattan" phono.

Mississippi Phono Ops Hold Meet

MERIDIAN, MISS.—The Mississippi Phonograph Operators Association held a state wide meeting at the offices of the Magnolia Amusement Company, this city and report it was a decided success.

All operators and distributors in the state were invited, of which approximately seventy attended.

A meeting of the Board of Directors preceded the regular meeting, at which Marvin Bates of Magnolia Distributing Company, Packard distributor, introduced the visitors, who addressed the gathering with a brief message.

Following the meeting, the group adjourned to Bates' camp, about five miles from town, where a real get-together and good old fashioned barbecue was held with Marvin a most affable host.

Several out of town guests were present, among those being C. L. Cade, General Sales Manager of Packard Manufacturing Corporation, who flew down especially to enjoy Bates' southern hospitality.

Among those present were:

John H. Hambrick, Indianola; H. E. Hill, Greenwood; A. B. Fort, Columbus; J. C. Weaver, Jackson; S. P. McCormick, Jackson; Les Griffin, Jackson; Dick Farr, Jackson; John Haley, Canton; C. B. Shive, Yazoo City; T. R. King, Forest; V. H. Cahoon, Chunky; J. C. Moore, Meridian; Ted Ballard, Stonewall; T. C. Nuh, Meridian; Guy Slay, Hattiesburg; J. C. Herman, Laurel; R. R. Redd, Laurel; O. C. McClellan, Hattiesburg; and Woodrow Gammill, Hattiesburg. Out-of-town visitors were: Mr. Goad, Atlas Music Company, Memphis, Tenn.; L. J. Faillavet United Novelty Company, Biloxi, Miss.; Ed A. Theriot, Decca Distributing Co., New Orleans, La.; T. McDonald, F.A.B. Distributing Co., New Orleans, La.; Ed Robinson, Southern Music Sales Co., New Orleans, La.; and C. Stone, Southern Amusement Co., Memphis, Tenn.

Rothstein Views United's "Hawaii"



PHILADELPHIA, PA.—I. H. Rothstein, well known head of Banner Specialty Company, this city, shown alongside of United Manufacturing Company's new novelty game "Hawaii".

The photo was taken recently in Lyn Duran's office while Rothstein was visiting United.

Rothstein, who is one of the country's leading horticulturists (having won prizes in national competition) tried to sell Duran the idea of naming one of his forthcoming games for one of his favorite flowers, "Rhododendron". Lyn's objection was that the name was so long it wouldn't fit on the backboard.

Billy DeSelm, United's sales manager, reports that operators throughout the country are ordering "Hawaii" in large quantities, stating "it's bringing in plenty of nickels into the cash box".

Packard Mfg. Corp. Names Woodworth Production Manager



WILLIAM E. WOODWORTH

INDIANAPOLIS, IND. — The promotion of William E. Woodworth to production manager of Packard Manufacturing Corp., this city, was announced today by Charles W. Parker, vice-president in charge of engineering.

"The appointment of Mr. Woodworth to this new position of responsibility is a promotion well deserved, and it pleases all of us at Packard," Mr. Parker said in making the announcement. "It culminates another forward step in the expanded manufacturing progress we are undertaking."

"Our goal," Mr. Woodworth stated in accepting his new position, is steadily and rapidly increasing production to meet the hundreds of thousands of dollars worth of existing, unfilled orders for Packard Automatic Music Systems."

Mr. Woodworth, who resides at 2952 Broadway with his wife and two daughters, Phyllis and Nancy, has served with Packard Manufacturing Corp. since 1941. He is a native of Shelbyville and was associated with his father and brother in the ownership and operation of the Indiana Furniture Company there prior to coming to Indianapolis. Mr. Woodworth also attended Indiana University.

ATTENTION 5-BALL OPERATORS! LIKE NEW POST-WAR 5 BALLS

Big League	..\$110.00	Laura 65.00
Catalina 50.00	Midget	
Dynamite	145.00	Racers 115.00
Fiesta	145.00	Smarty 135.00
Havana	175.00	Smoky 150.00
Fast Ball	95.00	Spellbound 120.00
Kilroy	160.00	Suspense 145.00
LONGACRES, DELUXE MODEL		Superliner 130.00
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PRESS

ENTIRE INDUSTRY
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OF BUYING

SEND YOUR AD
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Something NEW and NOVEL in a coin game is required. We have it! Ready for shipment this month. You can see a working model here. It's been on location. We know what it will do. Come in and tie up exclusive.

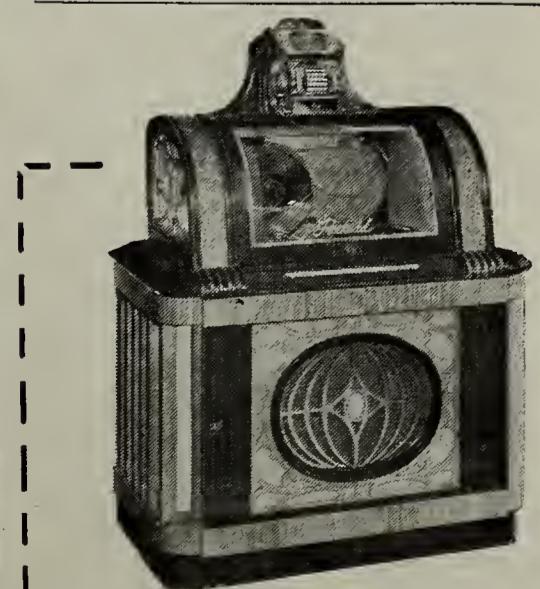
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THOUGHTS for THIS WEEK

- Teacher: "Jimmy, Name a great time saver".
Jimmy: "Love at first sight".
- Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

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44-21 ELEVENTH STREET WM. RASKIN, President LONG ISLAND CITY 1, NEW YORK



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PACKARD

"Manhattan"

Illinois PLA-MOR DIST. CO.

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Chicago 16, Ill.

50% Of Exhibit Space For 1948 C M I Show Goes In Four Days

Gilmore Urges Reservations Be Made Immediately



JAMES A. GILMORE

CHICAGO—On Tuesday, Sept. 2nd, every member of the Coin Machine Industries (CMI) had a letter and floor plan of the forthcoming Coin Machine Show from James A. Gilmore, Secretary-Manager, with the request that space be selected and a reservation be sent back immediately.

On Friday, September 5, at 5:00 P.M., 4 days later, Gilmore had replies from 36 members reserving 98 booths — absorbing immediately 50% of the available space.

"With this unprecedented rush for exhibit space in our forthcoming 1948 CMI Show, to be held January 19-20-21 and 22, we urge every member to immediately contact us" urged Gilmore. "Members will be given until September 23rd to send in their contracts for the space they prefer, after which date it will be offered to non-member former exhibitors for three weeks, and then, if any remains, it will be thrown open to all other prospective exhibitors.

"However, from the response in the first four days" continued Gilmore "I strongly urge that all who desire to reserve exhibit space, sit down immediately and mail in their reservation. The 1948 Show will be bigger and better than ever — vending machines, music machines, amusement machines, weighing and service machines will all be shown. We anticipate an attendance and registration of 12,000 or more coinmen from all over the United States, Canada, Mexico and other foreign countries."

Space reservations should be sent to James A. Gilmore, Coin Machine Industries, 134 North La Salle Street, Chicago 2, Ill.

Silberman

(Continued from 3rd column)
candy machine being made by his firm.

A large crowd of noted merchandise machine coinmen attended the showing. All were very much impressed with the fact that this new cigarette vender featured the National Slug Ejector.

Silberman also reported that orders placed for the firm's "Cash Tray" nut vender had broken all time records. "But" he stated "our production is keeping up with this great demand."

The showing held here was considered semi-official announcement to the trade of the firm's new cigarette and candy venders.

Mills Party For Joe Stella Gets Big Attendance



JOSEPH M. STELLA

CHICAGO — Joseph M. Stella, well known to all visitors at Mills Industries, Inc., for many years as service engineer of the music division, was given a really swell party by the organization inducting him as Assistant Manager of the Music Division under Charley Schlicht (Thurs., Sept. 4) with many coinmen attending, some of them from out of town.

Joe was greatly flattered by the number of recording artists and others who attended and who paid their respects to him for the promotion he received in the firm.

Charley Schlicht was on hand greeting all coinmen as they entered into the music department of the huge Mills' plant and introduced them to Stella, telling them how Stella's efforts had promoted him to this new position.

Among those *The Cash Box* noted about the premises imbibing of the liquid refreshments as well as the huge buffet were: Bob Lindelof of Skokie, Ill.; Jane Easton, well known vocalist; Mr. and Mrs. Freddy Nagel, Freddy is now leading the ork at the Palmer House; Harold Motherway of Marquette Music, Chicago; Jake Friedman of Atlanta, Ga.; Johnny Bertucci of Biloxi, Miss.; Ray Cunliffe, president of the Illinois Phono Owners Assn.; Mrs. H. Gilette, one of Chicago's noted lady ops; Everett Eckland; Paul Silverman; Joe Peskin; Teddy Phillips; Leon M. Rose; C. W. Cooper; Wm. O. Poindutin; Fred Dello; Frank Padula; Joe Burlak; J. C. Albaugh; Rene Pirard; M. L. Jones; Jas. A. Gilmore, director of CMI; James T. Mangan, public relations director for CMI; Gwen Desplenter of CMI; Dorothy Ellis, CMI; Erwin J. Bart of Robbins Music; Marty Gould; Maurice Wells; Jimmy Martin; W. A. Patzer and Walter Tratsch of ABT Mfg. Corp.; Vince Murphy and Tony DiGiovanni of Globe Distributing Co.; John Lukasek and Peter Keros of Tom-Tom Novelty Co. and many, many others who continued to come in and out of the music showrooms of the firm all day long.

Schlicht To Visit East and South



CHARLES SCHLICHT

CHICAGO—Charley Schlicht, Mills Industries, Inc., will make one of the most extensive trips he has ever yet made to talk to operators, jobbers and distribs of automatic music equipment covering the entire eastern and southern areas of the nation.

"Proving", as Charley says, "that we are under way bigger and speedier than ever with Mills Constellations in great demand all over the country".

Charley, well known to all the music ops thruout the country, will cover the following cities on this tour, beginning on September 14: Detroit, Cleveland, Buffalo, Boston, New York, Philadelphia, Baltimore, Fayetteville, N. C., Atlanta, Jacksonville, Miami, Key West and possibly Havana, Cuba.

Silberman Blazes Thru Chicago



AL A. SILBERMAN

CHICAGO — In addition to umpiring an inter-city baseball game between the Chicago and Milwaukee firemen at 11:30 A.M. at Wrigley Field, Al Silberman, general sales manager for the Adams-Fairfax Corporation, Los Angeles, Cal., was one of the busiest men in the town.

He arranged for luncheon with the visiting firemen at the Edgewater Beach Hotel, cocktails at the Sherman, and dinner at the Shoreland.

While in town, Silberman also held a special preview showing of the Adams-Fairfax cigarette vender (to sell for about \$50) and the new

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Sterling Records, Inc., N.Y.C. 18

* * *
United Coin Machine Co.,
Milwaukee, Wisc. 31
United Mfg. Co., Chicago. 41

* * *
V-P Distributing Co., St. Louis, Mo. 38
Vitacoustic Records, Chicago, Ill. 20

* * *
Williams Mfg. Co., Chicago, Ill. 39

NOW DELIVERING!

JOCKEY SPECIALS & CLUBS

To BEN COVEN: Date.....

Ship at once..... Jockey Specials

..... Jockey Clubs at \$645.50 Each

Enclosed is Our Check for \$.....

Ship Sight Draft. Bank..... Dep.

Ship Via

Name

Address

City Zone..... State.....

USED CONSOLES

All Reconditioned and Guaranteed	
5c Big Games F.P.	\$ 44.50
5c Bob Toils	59.50
5c Fast Time, P.O.	69.50
5c Galloping Domino 42 J.P.	
Very Clean	139.50
5c Jumbo Parade, P.O., L.H.	
Animal Reels	59.50

USED ARCADE

ABT Late Model F	\$ 32.50
Advance Shockers	14.00
Lite League	74.50

USED ONE BALLS

Blue Grass	59.50
Grand National	29.50
Jockey Club	75.00
Record Time, F.P.	39.50
Santa Anita, P.O.	59.50
Sport Special, F.P.	49.50
Sport Event, P.O.	49.50
Victory Derby Auto Shuffle	\$199.50

USED SLOTS

Orig. Black Cherry, 10c Special, Like New	\$155.00
Blue Front, 5c	69.50
Folding Stands	3.95
Rebuilt Original Chrome Front, 5c	\$135.00
10c	145.00
25c	155.00
Complete set	425.00

NEW GAMES

BALLY EUREKA	\$489.50
DRAW BELL DE LUXE 5c	\$512.50
DRAW BELL DE LUXE 25c	532.50
HI BOY 5c	339.50
HI BOY 25c	359.50
S 4be...NRail-170	
TRIPLE BELL 5-10-25	925.00
TRIPLE BELL 5-5-5	895.00

NEW FIVE BALLS

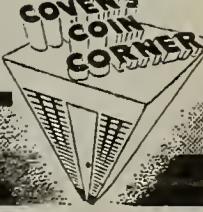
Ballyhoo	\$279.50
Gold Ball	279.50
Hawaii Gold Ball	295.00
Honey	279.50
Mom'selle	299.50
Ranger	175.00

WIRE,
PHONE
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FOR
YOUR
Bally
EQUIPMENT
See..

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN, NORTHERN ILLINOIS

COVEN distributing Co.
3181 FELTON AVE. CHICAGO, ILL.
Phone: INDEPENDENCE 2210



Week of September 8, 1947

1/3 Deposit With Order, Balance C.O.D.

OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.

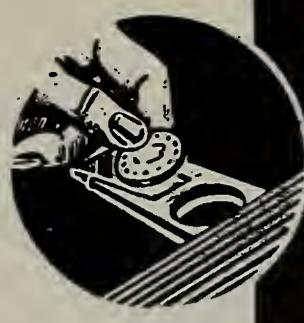
MEMBER

AMERICAN MACHINERY INC.

THE BELL SYSTEM

THE

THRU THE COIN CHUTE



CHICAGO CHATTER

With Labor Day past and the start of a new fall season upon us, coinmen here report awakening enthusiasm and are anxiously looking forward to a very definite business pick-up. From every viewpoint, there seems to be an optimistic outlook that the coinbiz is expected to boom and that this will be one of its very good years.

* * * * *

J. R. Caldron, Assistant Sales Mgr. for AMI reports W. H. Richardson of the Pioneer Dist. Co., Raleigh, N. C. in town for a visit last week. Caldron tells us AMI have just completed their Service Manual for the Model A Phono and that it's now ready for distribution . . . Larry Frankel of the Frankel Dist. Co. breezed into town again this past week. We hear Larry had quite a seige with his hay fever and had to spend a few days in the hospital for treatment . . . Bill Bolles of the Packard Mfg. Corp. paid a visit to Chi, sporting a new kind of cigarette lighter. Bill calls it his downdraft lighter. With a torch like that, Bill can light his way anywhere, he tells us . . . Ruth Patch, Publicity Director for Vitacoustic Records informs us that they have lost "The (Peg Of My Heart) Harmonicats". Vitacoustic will still handle all their records that have already been released, but, any new recordings The Harmonicats cut will be under the Universal label. We found Jack Buckley in a sad way this past week, Jack is suffering from a bad case of hives, and it 'taint funny either, he reports.

* * * * *

Gwen Desplenter of CMI's Public Relations Bureau, who just returned from her vacation, talks about the reception being held at Mills Industries, Inc., in honor of Joseph M. Stella. The gang at CMI all plan to be on hand for this event and were eagerly looking forward to meeting some of the entertainers who are invited to make personal appearances there. A few of the celebrities expected to attend are: Fred Nagel and Jane Easton of the Palmer House, Marty Gould from the Ches Pare, Del Courtney from the Edgewater, Gay Claridge of the Club Martinique, Benny Strong from the Stevens Hotel, Ray Pearl from the Blackhawk and Maurice Wells the composer . . . We hear that Shirley Corush of Empire Coin is planning a vacation trip out to the west coast. Shirley intends to spend about twelve days out in sunny California and expects to be there by the time this comes off the press.

* * * * *

W. F. Lipscomb of O. D. Jennings & Co. tells us that Jennings plan to hold a General Sales Meeting for their dealers and distributors, in their new display room, on September 17th. This is to be followed by a dinner at the Illinois Athletic Club, then they plan to attend the Herald American football game between the Washington Red Skins and the Chicago Bears at Soldier Field. Mr. Lipscomb reports that John Neise, Western Divisional Sales Mgr. for Jennings, is planning a trip down south. We hear Bert Perkins (also of Jennings) has been very ill. Bert, just out of the hospital, is now at home recuperating and hopes to be back on the job again very soon . . . Vince Murphy of Globe Dist. Co. tells us their ace mechanic and all around trouble shooter just returned from an extended trip thruout New England and everyone at Globe is very glad to see him back. Vince reports he's holding off until October for his vacation. Jimmy Johnson, who has been making a tour thruout the South, is expected to return to the fold sometime this week . . . Mr. Sussman of the M. S. Dist. Co. tells us that Christmas is already here, as far as the record business goes. Sussman reports that the boys are turning the money they receive from their furlough bonds right into records. From the way the season has started off, this should be one of the best years the record business has ever had, Sussman tells us.

J. Perry Kinzie and Bert Molohon, District Sales Managers for Mills Industries phono division, both paid a visit to Chi this past week . . . Art Weinand of Rock-Ola Mfg. Corp., reports W. C. Deaton of Galion, O. and Pete Stone of Indianapolis, Ind. as being recent visitors. Art tells us Rock-Ola has their Service Program well under way, with training crews out instructing all their distributors on the Visual Cast Service Training Program . . . Fulton Moore informed us that everyone over at Williams Mfg. Co. is keeping busy these days, trying to keep up with the work as it comes in. Moore reports business as being very good and tells us their new games "Flamingo" and "All Stars" are going over big on locations. Harry Williams will be amongst the missing for a few weeks, having flown out to the west coast on business.

* * * * *

Over at Bell-O-Matic Corp., we found Grant Shay and Midge Ryan making plans to drive to Cincinnati to attend the wedding of Evelyn Goldberg (daughter of Ben Goldberg of Sicking, Inc.) to William Besen, which is to be held on Sept. 7th at the Alms Hotel in Cincinnati. Grant reports a few of the out of town coinmen visiting at Bell-O-Matic this past week were: Bill Helriegel the third, of Keystone Panorani, Philadelphia, Pa., Dan Stewart, Stewart Novelty, Salt Lake City, Utah and John Bertucci of United Novelty, Biloxi, Miss. . . Leo Lewis of Coin-A-Matic Distributors tells us he expects his wife Lillian back on the job sometime this week. Mrs. Lewis has been home recuperating from a recent operation . . . Joan Eisman, secretary to Fred Kleiman of the Frederick Kleiman Adv. Agency, just returned from a three week vacation down in the deep south . . . Over at D. Gottlieb & Co., we found Nate Gottlieb busily working away, trying to make up for the days work lost due to the holiday last week . . . "Bally" Sally (Goldstein) of Coven Dist. Co., informs us that she keeps busy answering all the phone calls that come into Covens. Sally tells us she allows two minutes of her time to each party that calls. Ben Coven is still putting all his efforts behind the CMI Damon Runyon Cancer Drive and the operators are backing Ben 100 percent, sending in their checks and donating a percentage of their take. Ben talks about their one ball game "Jockey Special" and "Jockey Club", which are going over very strong . . . their only worry now is to fill all the orders that are coming in. Ben reports A. G. Huff and Jess Gillmen of Peoria, Ill. and Stanley Miller of Kenosha, Wis. as recent visitors to Covens.

* * * * *

We found Charlie Arons and Fred Brount of Aristocrat Records, both back on the job again. Chuck just returned from a trip to St. Louis and Fred spent a few days traveling up in Michigan . . . Over at United Mfg. Co., we found Billy DeSelme busier than ever. Billy tells us that this past week was a big one for United, with twice as much to do and everyone working twice as hard trying to get it done. In talking to Billy he informed us that Charles Ewing of the Automatic Amusement Co., Evansville, Ind. paid a visit to United this last week. Mr. Ewing just returned from a vacation in Alaska . . . Ralph Sheffield of Empire Coin reports he keeps busy supervising the decorating of their new offices. The boys at Empire are anxiously awaiting the day when they can move into their new headquarters, they feel they will have a place to be really proud of . . . Les Levison of Illinois Pla-Mor reports he plans to spend a few days visiting in Rock Island, Ill. We hear that Sol Brown, formerly with Illinois Pla-Mor, is now doing business out in California. Sol plans to make his home out there . . . Bob Bleekman, taking a well earned rest, is reported to be getting along very well and expects to be back on the job another week or so. Bob tells us by that time he should have all his vim, vigor and vitality back and feel rarin' to go again.

THRU THE COIN CHUTE



EASTERN FLASHES

The Fall Season practically opened here this week, with most of the city's coinmen back from vacations and hustling for that extra dollar. Jobbers and distributors along coinrow report that many operators who haven't been around for some weeks, were in evidence. Another indication that the summer is over is the announcement that the Board of Directors of the Automatic Music Operators Association will resume weekly meetings with the coming Tuesday, Sept. 9.

* * *

Under the driving leadership of Jack Mitnick of Runyon Sales Company, regional chairman for the CMI Damon Runyon Cancer Fund, arrangements are being completed to hold one of the biggest Jamborees ever held in the city's history. Details will be announced in about a week. All the jobbers and distributors are working with Jack . . . Barney (Shugy) Sugerman, head of Runyon Sales Company will be in Chicago when you read this. Shugy tells us there's some very interesting deals in the offing . . . Sidney H. Levine, attorney for the Automatic Music Operators Association spent the past few weeks vacationing in his home town, Milford, Conn . . . Jack Sheppard, Philadelphia music operator is one of the most active coinmen in the affairs of the Philadelphia Music Operators Association. Jack had been laid up with kidney trouble for a while, but now is back on the job.

* * *

Ben Becker will be making an important announcement very soon . . . Al Bloom, Speedway Products Co., tells us that coinmen have been visiting his office in droves asking when his combination juke box-television will be ready. "It won't be long now" answers Al . . . Charley Bernoff, Regal Music Company, returns to the city from a vacation spent at Totem Lodge, New York . . . Mario Pacor, Premier Coin Machine Manufacturing Corporation, and Mrs. Pacor left for Trieste, Italy this week. Pacor expects to spend a month abroad and visit other countries in Europe before returning . . . Hymie Rosenberg, H. Rosenberg Company, planning to visit Chicago in a week or so.

* * *

Nat Cohn, Modern Music Sales Corp., reports the demand for Mills' "Constellation" phono increasing as the operators find out about the upped receipts in the cash box. Nat expects to visit Chicago in a few weeks to see the Mills executives, and Henry Roberts of United States Vending Corporation, whose machine is expected to be ready very shortly . . . Frank Veneri, Sutton Phonograph Company, leaves for the West Coast for a vacation . . . Maxie Green, New Deal Distributors, newest distributor on coinrow, tells us that his opening party was a tremendous success. However, more important, he

claims operators are flocking to his showrooms to buy equipment . . . Dave Lowy and Phil Mason, Dave Lowy & Company, one of the most active firms on the street, buying, selling and trading all types of equipment. "There's been some very fast action" states Mason "the past few weeks, but Dave and I are hustling more and more. That's the only way to run a profitable business today."

* * *

Jackie Berman, Economy Supply Company, Baltimore, Md., celebrated a birthday this past week . . . King Records opens a local office at 762 Tenth Avenue. Barney Kantrowitz is the manager . . . Jack Semel and Jack Rubin, Esso Manufacturing Corp., Hoboken, N. J., working at top speed to meet the demand. Semel, who contacts the distributors along coinrow every day, tells us that they are increasing their production to handle all the local demands, plus out-of-town orders. The latest distributor appointed was Lyn Brown of Lyn Brown Company, Los Angeles, Calif. . . . Murray Singer opens a record distributing company at 767 Tenth Avenue, handling the lines of Universal, Tower and Swank for Connecticut, New Jersey and New York.

* * *

Tony (Rex) DiRenzo, Manhattan Phonograph Company (Aireon distributors) doing a mighty fine job with music ops . . . Max Levine of Scientific Machine Corporation, will be making an announcement about a new game any minute now . . . Dave Stern, Seacoast Distributors (Rock-Ola distributors) one of the busiest execs on the street—there are always a dozen ops in conference with him in his office . . . Jim Noonan, Noonan Music Company, here on a visit from Miami, Fla. expects to stay around about a month . . . Sid Mittleman, Abbott Specialties, Inc., manufacturers of the roll down game "Buccaneer" getting many compliments from operators who have seen the game in the showrooms.

* * *

Local taverns are in a quandary about what they should charge their customers for a glass of beer. Beer producers have increased the price per barrel, and the tavern owners claim they will have to raise the price to 15c per glass—or cut down the size of the glass. The size of the 10c beer is microscopic now—so what eventually will take place is that the price will be 15c from now on . . . Al Denver, Barney Schlang, Ruth Nussbaum, and all the staff of the Automatic Music Operators Association are right up to their necks in preparation for the annual banquet, which will be held at the Waldorf on Saturday, October 18. Even with a month or more to go, out-of-town coinmen have indicated their intention of being present.

* * *

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

The boys hereabouts are really ducking the heat by skipping out of town heading for the wide open spaces. That long Labor Day weekend won't be over for a few days from the looks of things along coin row. The temperature soared and soared until it hit a high of 101 degrees which is unusual even in this unusual part of the world. Jay Bullock managing Director of S.C.A.M.O.A. sitting in his office and sweating profusely while talking things over with a number of the ops and several record reps. Bullock was just appointed to head a drive in Southern Cal. for the Coin Machine Industries Damon Runyon Cancer Fund among the juke box operators.

Ray Powers of E. T. Mape is off to the Bay City to confer with the boys of the firm about their forthcoming showing of their new line of phonos. Ray plans on returning about the fifteenth of the month and to announce the date of the planned showing . . . Charlie Fulcher of Mills drove up to Oakland for the holidays and is spending a few days at the main office and plant. Upon his return he plans on making stops in Fresno and Bakersfield and to stop and see as many of the ops as he can while driving down along the inland road from Oakland . . . Jack Simon of Sicking leaves this weekend for a fast plane trip to Cincinnati to see Bill Marmer—then over to Chicago for a few days before returning to the west coast . . . Phil Robinson of Chicago Coin has been dieting and losing weight and is sporting that girlish figure which makes it easier for him to get around. Phil informs me that a nice shipment of the new "Gold Ball" is on the way and that he is piling up a nice back log of orders.

A bit of excitement near the Badger Sales offices with lots of buzzing and talking by the help. Seems that one of the employees spotted a corpse on the seat of a car parked in an empty lot nearby. After a crowd collected the coroner arrived and took over and that's that until the next bit of excitement comes up. Bill Happel spent a quiet weekend with his wife away from the crowds and heavy traffic.

Harry Williams of the Williams Manufacturing Company of Chicago flew into town this week to attend his daughter's birthday party. Harry flies his own plane and loves to travel. He is spending a little time with his Dad M. C. (Bill) Williams. Dad Williams is alway happy to see his boy and likes to talk things over . . . Dropped around to see Aubrey Stemler who tells me that the demand for vending equipment is growing by leaps and bounds with indications that more and more of the coin ops are getting into the vending field . . . Danny Jackson of the Automatic Games Company off to Las Vegas to sell more bells. Danny has supplied all bells in several well known clubs in that famed city . . . David Robin over at the Gold Coast Coin Machine Exchange confided that he has the ring all picked out and plans on a wedding within the year . . . and speaking of weddings, Arnie Micon of the Pacific Coast Distributors has given his gal a big ring and expects to listen to them wedding bells this winter. The number of Genco "Honeys" rolling out to the west coast, are increasing Arnie tells us.

Exclusive Records are putting on a big publicity campaign this fall with personal appearance tours of its artists, radio shows and Disc Jockey shows according to Leon Rene, President. Charles Craig is head of Publicity and Promotion and doing plenty Ok in his job.

Paul Laymon is very happy over the response of the jobbers and distributors in getting their contributions in for the Damon Runyon Cancer Drive Fund. Paul is hoping for 100% support, and checks from each and every distributor. A number of operators have been sending in their checks as well, Paul informs me. This is one time when all the boys should pitch in and work together in this really wonderful campaign. Besides the good it will do in the fight against this dreaded man killer, the good will gained in the coin biz will be terrific . . . According to word along Hollywood Blvd., the new merger of "independents" into the United Artists Record Co. is working along very smoothly and the boys we hear are doing ok . . . Eddie Mesner of Aladdin Records off to Houston, Texas on several record deals. Eddie likes to travel and doesn't miss any opportunity to take off in that shiny new Cadillac he's driving.

Dropped around for a visit to the Allite Manufacturing plant and found the plant a beehive of activity and action. Jack Nelson took me for a tour of the plant and I found new additions, new buildings and lots of new employees added to the staff. This outfit is growing by leaps and bounds and is getting those new "Strikes 'N Spares" out to the distribs as fast as possible. Bowling is becoming a terrific pastime in this country and many ops are alert to the fact that bowling leagues are growing all over the country with a great demand for these games increasing weekly, according to Nelson, General Sales Manager . . . Shine Distributing Company displayed their new shoe shining machine at the recent exhibit and show at the Pan Pacific Auditorium with lots of favorable comment coming from the large crowds of visitors.

Fred Gaunt is still out on his vacation while shipments of new games are arriving daily. The boys over at General Music are very enthusiastic over the new Buckley Bell with the new Criss Cross Chutes, with lots of the boys admiring them. Lovely Nancy McLaren is looking after things while Fred is away . . . Al Bettelman over at C. A. Robinson is fast becoming the "ace pin ball player" on coin row. Al has been demonstrating so many games to so many boys that it's a push over for him to hit 8 to 9 hundred thousand on the new Keeney "Carousel" they have on their floor . . . If Nels Nelson doesn't close that deal he has been telling us about pretty soon some of us will get old and grey . . . William (Bud) Parr of Solotone tells us that the demand for the Solotone boxes is still good and that they are shipping lots of these boxes to all parts of the country to fill the orders coming in . . . Bill Wolf of the M. S. Wolf Distributing Company is up in the north country visiting his Seattle offices we hear via the grapevine . . . Jack Gutshall very busy since his general manager and accountant has left.



THRU THE COIN CHUTE

MINNEAPOLIS

S T . L O U I S



Mr. and Mrs. M. H. Whisman of Hibbing, Minnesota stopped off at Minneapolis for a few days just vacationing. They were also accompanied by Roy Foster, Mrs. Whisman's brother-in-law, who drove in from Sioux Falls that day. Sort of a family accidental gathering . . . Mr. and Mrs. Harold Scott of Mobridge, South Dakota took time out to visit Minneapolis for a few days just sort of getting away from it all. Mrs. Scott deserved a few days vacation as she has been working very hard . . . The South Dakota quarterly convention for the State operators will be held at Rapid City, South Dakota, September 8th and 9th. A good turnout is expected.

Frank Mager of Grand Rapids, Minnesota drove down to Minneapolis just for the day calling on several of the distributors in the Twin Cities . . . Fred F. Fixel of Pembina, North Dakota drove into Minneapolis last Thursday, August 28, with a brand new Chrysler and spent a few days visiting some of the distributors in the Twin Cities . . . I. F. La Fleur, Sr. and Jr. of Devils Lake, North Dakota were in town for several days with their wives and families visiting relatives . . . Charles Leetch of the Leetch Novelty Company, Rapid City, South Dakota also in Minneapolis last week for a few days just sort of vacationing and visiting a few distributors in the Twin Cities . . . Dave Myers and his son Bill drove into Minneapolis Tuesday, September 2, too late to visit the Minnesota State Fair, attended to their business and left for home that same day . . . Ike Pierson of Bridgewater, South Dakota stopped in Minneapolis for a couple of days, making a few calls.

Jack Michaud of Litchfield, Minnesota will be leaving for South Bend, Indiana to enroll at Notre Dame the latter part of this month . . . Carl Schumacher of St. Cloud, Minnesota was in town just for the day . . . Mr. and Mrs. B. R. Couch of Grand Forks, North Dakota drove into Minneapolis, Wednesday, September 3 and expect to spend several days just sort of vacationing while Bun does a little buying . . . Andy Benna of Ironwood, Michigan drove into Minneapolis, Wednesday, September 3 for a few days to visit some of the distributors . . . Kenny Glen of the La Beau Novelty Company spent a couple of weeks up in Duluth vacationing and caught some very fine fish up there.

Number one rule around town this week is if you have a friend and you want him to stay your friend, don't touch his back. Taking advantage of the last summer holiday of the year, ops and distributors closed up shop for the long Labor Day week-end and crowded the roads for their favorite entertainment spots.

Attracting a lot of attention around town is the new radio program on KXLW here. Nightly the first ten hit tunes are played as according to a survey of the leading phonograph ops in town. All are given credit on the program and include such well known ops as Andy McCall, Lou Morris, Joe Morris, Ideal and others. Actually the program is offering much the same service as *The Cash Box* with the ten top tunes as according to a survey. KXLW is one of newest stations in town, with studios in Clayton, Missouri, fast growing St. Louis suburb.

John Gazzoli, Star Novelty, is displaying a beautiful set of blisters in his hands. Instead of bucking the traffic on the highways John spent the weekend cutting the grass at his home in Ladue. Harry Dorn at Star had a near mishap the other day. A sliver of steel from the grindstone came near putting out his eye. But with a couple of days rest he was back on the job.

Al Lebrick and wife drove up to Chicago over the week-end in the new Oldsmobile that has been gracing the front of Star. "That was one trip which I really enjoyed," smiled Al. "The wife paid all the expenses."

Labor Day marked the closing of Carl Trippe's Chain of Rocks Amusement Park. Carl reports the park had one of the best seasons to date. A sideline which is proving effective for promoting penny games is the portable penny arcade operated by Ideal. The outfit, which is completely mobile, can be dismantled and set up within a few hours. Carl has been hitting the various fairs, outings, picnics and etc., around town with the unit.

A date for ops to watch for is the arrival of the traveling mechanics show of Rock-ola which is due to be at Ideal within the next couple of weeks. The school, which will last one day, will include photo slides and actual operating props of the phonographs. Ops were instructed in operational procedure to insure the longest and most efficient use of the machines.

Ben Axelrod, over at Olive Novelty, doesn't know whether to be gay or sad. Said Ben, "I haven't a pinball on the floor to sell. Everytime a shipment arrives it is snatched up by the ops. Now I haven't anything to sell. In fact, I don't even have a sample game on the floor to show prospective buyers."

Tuesday following Labor Day looked like old home week in many of the distributors locations. Many out of town ops who have been missing for many a moon were back in town. Most of the searchers for new equipment were from Central and Southern Illinois, including: Mike Cramer, Effingham, Illinois; Howard Coverstone, Mattoon, Illinois; Ed Rinehart, Alton, Illinois; Ed Loueri, Pittsfield, Illinois; Frank England, Hettick, Illinois and Elmer Cabetta, Taylorville.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE
M A R T

EFFECTIVE WITH ISSUE OF SEPT. 22

CLASSIFIED AD RATE WILL BE \$1.00 PER LINE

(MEASURES 7 1/2 INCHES LONG)

FREE AD EACH ISSUE FOR ALL \$48.00 PER YEAR SUBSCRIBERS
MAXIMUM SPACE 5 FULL LINES • ALL ADS OVER 5 LINES — ADD \$1. PER LINE
NAME, ADDRESS AND PHONE, FIGURES 1 LINE
USE GIANT CARD ENCLOSED FOR CONVENIENT MAILING

ALL ADS — CASH WITH ORDER

WANT

WANT — Any quantity Bally Triumphs in good running condition and no broken glasses. MOUNT ROYAL SPECIALTY REG'D., 2316 BEAUBIEN E., MONTREAL, QUE., CAN.

WANT — Phonographs — Wurl. 750's, 850's; Aireons '46, '47; Rock-Olas; Seeburgs and AMI's. State lowest price and condition in first letter. GENERAL MUSIC CO., 2277 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Wurlitzer, Seeburg 30 wire Hideaways complete; Wurlitzer 1015, 850, 950, 750; Seeburg 146, 147, Hi-Tone, etc.; Rock-Ola 1422; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Jennings, Pace Free Play Mint Vendors, Post War Photomatic; Late Free Play Games; Generators 60 cycle; 25 cycle Motors; Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — We will buy Mills original escalator machines, no rebuilds. Liberal trade allowance on Vest Pockets, Black Cherry Bells in all denominations. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — Seeburg 8800 R.C. Please quote prices. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT — A \$74.50 new Vest Pocket Bell is yours for \$25. and one Mills Escalator, Yellow-Blue-Brown Front or Cherry Bell. Machine must be in running condition. Trading Post, Dept. A. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — Will buy for cash — new or used phonographs, floor and basement models. Must be in good condition for resale. No junk please! Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS, 15, MINN.

WANT — DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N. Y.

WANT — Genco Advance Rolls; Watling Scales; Mills Scales. Phone, wire or write. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO Tel: SU. 4600

WANT — Draw Bells; Triple Bells; Bonus Bells; Victory Specials; Victory Derbys. State condition and lowest price in first letter. GENERAL MUSIC CO., 2277 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — Keeney Bonus Super Bells 5-25¢; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Late Pingames for resale. Quote best prices, quantity and condition first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT — Will buy new or used Advance Rolls. Also Chicago Coin Basketballs. State lowest price and condition. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N. Y. C. Tel: PLaza 9-1380.

WANT — We want you to know we will trade latest five ball free play releases for equipment you can't use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT — Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & \$1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT — All late model phonographs for Export Trade. 1946 Wurlitzers, 1946 Seeburgs, 1946 AMI and 1946 Rock-Olas. State quantity and lowest cash price. Will send deposit. Balance Sight Draft through our bank. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: Drexel 4328.

WANT — 5 Ball F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Kilroy, Fiesta, Crossfire. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter. Will pay \$100. ea. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: TUxedo 4976

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE
M A R T

WANT

WANT - 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT - We want your business. We handle Phonographs, Games, Consoles. Write - Wire - Phone. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION AVE., PUEBLO, COLO. Tel: 8152

FOR SALE

FOR SALE - ARCADE EQUIPMENT; 1 Kicker & Catcher \$25.; 1 Wurlitzer Skee Ball (14 ft.) \$175.; 1 Genco Skill Roll (9 ft.) \$150.; 1 Super Roll (like new) \$300.; 1 Rapid Fire \$75.; 5 Ten Strike H. D. \$50. ea.; New Sportsmans \$275.; 2 All Star Hockey games \$90. ea.; 1 A.B.T. 1¢ Target Gun (very clean) \$20.; 10 Total Rolls (very clean) \$220. ea.; 2 Batting Practice \$90. ea.; 1 Seeburg Chicken Sam \$60.; 1 Bally Rapid Fire \$60.; 1 Undersea Raider (new) \$175.; 3 Advance Rolls (just like new) write. PINGAMES: Lucky Star \$245.; Play Boy \$245.; Havanas (just like new) \$190.; Heavy Hitters with Stand (write); Williams Cyclones (new) \$220.; Williams Torchys (new) write; Kilroys \$165.; Stage Door Canteen \$120. ONE-BALLS: Bally Victory Derby (brand new) \$400.; Preakness \$35.; Pace Maker \$35.; Hawthorne \$35. COUNTER GAMES: Hy Fly's (brand new) \$49.; ABT Challenger (brand new) \$50.; Pop Ups (very clean) \$25.; 10 Windmills (very clean) \$5. ea.; Pee Wee (just like brand new) \$35. BELLS: Used Cherry Bells and Blue Fronts (write); Mills Safe Stands (new) \$25.; Chicago Metal Safes (new) write; 6 - 5¢ Jennings Chiefs \$50. ea.; 6 - 10¢ Jennings Chiefs \$75. ea. CONSOLES: 3 Mills 4 Bells (very clean) \$125. ea.; 2 Keeney 5¢ Super Bonus Bells (new) \$625. ea.; 2-5, 10, 25¢ Keeney 3-Way (just like new) \$900. ea.; 15 Jumbo Parade P.O. \$50. ea.; 4 - 1946 Bakers Racers (like new) \$350. ea.; 2 Jennings Challengers (brand new) write Deluxe Draw Bells, write; 2 Fast Times (very clean) \$50. ea.; 1 Mills 3 Bells \$250. MUSIC: 1 - 1946 Aireon Phonograph (like new) \$375.; Wurlitzer 71 with stand \$140.; 2 Wurlitzer 616 \$100. ea.; 1 Wurlitzer Twin 12 steel cab. with Seeburg Steppers \$150.; 10 Seeburg 5¢ Wall-O-Matic Wireless \$20. ea.; new Packard Bar Brackets \$4.; 10 Speak Organ's P.M. Speakers \$10. ea.; 3 Buckley Wall Boxes \$10. ea.; 1 Rock-Ola Deluxe 1939 \$225.; 1 - 24 record Wurlitzer (Victory Model E) \$145.; 1 AMI Singing Towers \$160.; Seeburg Regal \$175.; 11 Wurlitzer Model 100 Wall Boxes \$10. ea.; 6 Wurlitzer Model 115 Wall Boxes \$6. ea.; 4 Buckley 24 Wall Boxes \$10. ea.; 10 Wurlitzer 331 Bar Boxes \$5. ea.; 10 - 1946 Rock-Ola Phonographs \$475. ea. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO. Tel: Superior 4600

FOR SALE - 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI. 4-2624

FOR SALE - Juke Box, Cigarette and Pin Ball Route. Located in fastest growing city in Texas. Approximately \$7,000. per month My Take. If interested, book inspection allowed. Priced to sell quick. Terms if desired. BOX 137, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE - Wurlitzers; 1 - 500K \$135.; 10 - 600R - \$150. ea.; 5 - 700 \$250. ea.; 8 - 750E \$325. ea.; 6 - 800 \$300. ea. 4 Seeburg Envoy RCES \$200. ea. All in good order on location or just off. 60 unit AMI Hostess Equipment. Write for price. SUPREME DISTRIBUTORS, INC., 3817 N.E. 2nd AVE., MIAMI 37, FLA.

FOR SALE - 9 Practically new Schermack 2 column Foler Type Stamp Machines. All for \$225. FRANKLIN VENDING CO., 851 W. 177th ST., NEW YORK, N. Y.

FOR SALE - 1 Keeney 3-Way Bonus Superbells, excellent condition \$900.; 4 Atomic Bombers, like new \$275.; 2 Jack Rabbits \$250.; Genco "Whizz" \$75.; Amusematic Lite League \$115.; Ace Bomber (Mutoscope) \$115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

FOR SALE - 2 Arizona \$57. ea.; 2 Keep 'Em Flying \$47. ea.; 1 Knockout \$30. Clean and in perfect condition. 1/3 Deposit or certified check. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WINCHESTER, VA. Tel: 3287

FOR SALE - Seeburg 3-wire Wall Boxes, used only few weeks, some can't be told from new, type 3W2-L56 only \$37.50; Seeburg WS2Z Wall-O-Matics, no cracked cases, refinished same color as new boxes. Cleaned & checked inside, 70L7 tube, new nameplate on case \$17.50 ea. FROST MUSIC CO., 1415 BIRCHARD AVE., FREMONT, OHIO

FOR SALE - 1 - 3 Way Bonus Super Bell, in perfect condition \$775.; also 1 Draw Bell \$275. NEW ENGLAND MUSIC CO., INC., 31 GOLDEN ST., NEW LONDON, CONN. Tel: 2-1670

FOR SALE - ABC Bowler \$20.; Big Parade \$34.; Band Wagon \$29.; Eagle Squadron \$49.; Kismet \$54.; Production \$37.; Venus \$22.; Yankee Doodle \$39. All in good order on location or just off. Many others at comparative low prices. Will trade. SUN SALES CORP., 3817 N.E. 2nd AVE. MIAMI 37, FLA.

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THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE
M A R T

FOR SALE

FOR SALE - ADVANCE Rolls (write); Tally Roll \$145.; Super Triangle \$145.; Sportsman Roll \$200. Keeney Submarine \$40.; Rock-Ola 12 \$45.; Big Parade \$30.; ABC Bowler \$30.; 5¢ Blue Front rebuilt \$75.; 5¢ Jennings \$60. OLSHEIN DISTRIBUTING CO., 1102 BROADWAY, ALBANY, N. Y.

FOR SALE - Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE - 50 Buckley Chrome Boxes, 20 and 24 record \$15. ea.; 50 old style Buckley Boxes \$5. ea.; 6 Seeburg 30 wire Boxes \$7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE - Checked, perfect - Surf Queens \$50.; Big League \$50.; Superliners \$89.50; Smartys \$79.50; Show Girl \$99.50; Suspense \$64.50; Midget Racers \$64.50. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: Market 7-4641

FOR SALE - Keeney free play and payout - Skylark \$40.; Fortune \$50. as is; newly repainted and reconditioned Sky Lark \$75.; Fortune \$90. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - 1 Skill Time; 1 Super Track Time; 1 Twin Paces Reels; 3 Paces Reels; 1 Flat Top Claw; 2 Deluxe Rock-Olas; 1 Counter Model Rock-Ola; 2 - 5 Balls "Sporty"; 1 Super Bell; 1 Hi-Hand. All \$200. CAPITOL COIN CO., 2627 MURA ST., BALTIMORE, MD. Tel: Wolfe 3526-W

FOR SALE - Keeney combination free play and payout One Ball. Long life for Keeney's quality machines. Big Parlay, slightly used \$250.; a few new Big Parlays, still in original crates, regularly \$600. Less than distributors price. Save with safety from an authorized Mills and Keeney Distributor. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Gold Ball; Hawaii; Mam'selle; Flamingo; Click. All pre-war games \$19.50 ea. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

FOR SALE - Total Roll \$224.; Rol-A-Score \$200.; Super Triangle, Tally Roll & Jack Rabbit \$150. ea.; Rapid Fire (2 for \$60.); Lite League \$95.; Sportsman Roll \$250. PINS: Spellbound \$100.; Superliner \$100.; Laura \$35.; Grand Canyon \$35.; Baffle Card \$125. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE - Automatic Hostess Studio-Muzak type Background studio doing \$50,000. annually. Situated between N. Y. and Phila. No competition. Enormous possibility for Expansion. Write BOX 130, THE CASH BOX, 381 FOURTH AVE., N. Y. 16, N. Y.

FOR SALE - Seeburg 1-46M \$600.; AMI Singing Tower, new paint job \$100.; Rock-Ola 39 Deluxe \$150.; Seeburg Mayfair \$150.; Wurlitzer 24 (H.M. in metal cabs) \$97.50; Wurlitzer 412 \$49.50; Wurlitzer 616 \$69.50; Wurlitzer 24A \$97.50; Rock-Ola Windsors \$97.50. GENERAL DISTRIBUTING CO., 2812 MAIN ST., DALLAS 1, TEXAS.

FOR SALE - New Timpco Custom Built Revolvaround Heavy Duty Double Slot Cabinets \$169.50 lots of 5. 1/3 deposit. Write for prices on new Pins, Slots, Consoles and Music. EXCHANGE COIN MACHINE CO., 630 W. BROAD ST., COLUMBUS 8, OHIO.

FOR SALE - Operators! Wake up those Ray Guns to new profits this season. Convert with extra moving target units now. Write for information today. COIN AMUSEMENT GAMES, INC., 1335 E. 47th ST., CHICAGO 15, ILL.

FOR SALE - 3 Double Bonus Super Bells 5-5 \$550. ea.; 35 Jennings Silver Moon and Victory Chiefs 5, 10, 25¢ 1 Cherry P.O., all in A-1 shape \$75. ea.; Keeney Super Bells and Bally High Hands \$50. ea. ROTH NOVELTY CO., 54 NO. PENNSYLVANIA AVE., WILKES-BARRE, PA.

FOR SALE - Bally One-Ball Payouts - Victory Derbies, front repainted, machine can't be told from new \$150. to \$175. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE - Used Mills Slots: 5¢ Bonus \$137.50; 10¢ Bonus \$147.50; 5¢ Blue Front \$97.50; 5¢ Brown Front \$107.50; 10¢ Gold Chrome Bell \$160.; 25¢ Gold Chrome Bell \$165.; 25¢ Black Front Special \$150.; 5¢ Cherry Bell \$107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE - Mills Blue Fronts 5¢ \$85.; 10¢ \$90.; 25¢ \$95.; Mills Brown Fronts 5¢ \$95.; 10¢ \$100.; 25¢ \$105.; Mills Chrome 5¢ \$105.; 10¢ \$110.; 25¢ \$115.; Pace Comet 5¢ \$65.; 10¢ \$70.; 25¢ Standard Chief Jennings (write). All above machines completely rebuilt and refinished and guaranteed. Also have quantity of Mills slots (as is) at low prices. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

THE CASH BOX

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COIN MACHINE
M A R T

FOR SALE

FOR SALE - 18 only Automatic Postage Stamp Dispensers for use indoors or outdoors, regularly \$38.75 - while they last \$27.50. Save with Safety. Established 1905. Buy from SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., MINNEAPOLIS 15, MINN.

FOR SALE - 3 - 10 column Rowe Presidents \$89.50 ea.; 5 - 10 Column Rowe Royals \$79.50 ea.; 1 Single and Double Slot Safe, as is, \$10. ea.; 3 - 8 column Rowe Royals \$69.50 ea. 1/3 Down, balance C.O.D. J. W. JACQUEST CO., PEWAUKEE, WIS.

FOR SALE - We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE - Wurlitzer 616 Lite-up top and bottom, now on location \$115. Also Duplex postage stamp machine \$20. WANT - Drink vending (cup) machines. PHILIP FRENCH, 77 DIVISION AVE., BROOKLYN 11, N. Y.

FOR SALE - Packard Model 900 Speakers, original price \$51., now \$30. These are brand new in crates. Musical W. B. \$10. Amplifiers \$30. We have 31 model 600 Wurlitzers in A-1 shape \$115. Send 1/2 deposit. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE. N.W., WASHINGTON, D.C.

FOR SALE - 10 Triple Bells; 20 late Draw Bells; 5 Victory Specials; 5 Victory Derbys comb. F.P.-C.P.; 10 new Post-war 5 Balls. These games are all in top locations. Will sell on or off location. Also have 5 room furnished apt. for buyer, if wanted. Phone, wire or write to VALLEY AMUSEMENT CO., 418-2nd ST., MARYSVILLE, CALIF. Tel: 2893-R after 6 P.M.

FOR SALE - Genuine Pre-Flight Trainers complete with Projectors, Maps and Coin Box. Closing concession Coney Island. Priced at only \$275. F.O.B. Brooklyn, N. Y. INTERNATIONAL DISTRIBUTORS, 4924 AVE. H. COR. UTICA AVE., BROOKLYN 3, N. Y.

FOR SALE - 1 Wurlitzer 616 (110V., D.C.) \$134.50; 1 Rock-Ola Premier \$199.50; 2 Rock-Ola Commando \$199.50 ea.; 1 Aireon Super Deluxe \$475.; 1 Seeburg 8800 Hi Tone ESRC \$232.50; 1 Seeburg 8200 Hi Tone \$159.50. Phone, Wire, Write. SILENT SALES SYSTEM, 635 D. ST., N.W., WASHINGTON 4, D.C. Tel: DI-0500 2505 NO. CHARLES ST., BALTIMORE 18, MD. Tel: Belmont 8189

FOR SALE - 4 Paces Racers 5¢-25¢ Brown, Red Arrow, Post and Pre-War \$75. up; 3 Evans Ten Strikes Pre and Post-War \$65. up; 1 - 10¢ Watling Pre-War \$75. All games in working order. PRESTELL AMUSEMENT CO., 911 W. FRUIT AVE., ALBUQUERQUE, N. M.

FOR SALE - We have 'em; buy your new or used 5 Balls from us and save money; Torchy; Cyclone; Ranger; Lightning; Carousel; Havana; Amber; Midget Racer; Suspense; Tornado, etc.; Packard Floor Models; Hideaways; Wall Boxes; Speakers; Adapters; Cable; Rock-Ola Floor and Playmasters; Rock-Ola Super 40 \$189.50; Pace Slots; Lucky Strike and Penny Counter Games. For any needs and low prices contact: AUTOMATIC COIN MACHINE CO., 13 W. LINWOOD BLVD., KANSAS CITY 2, MO.

FOR SALE - The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Baked on Paints. Also Mills Bells Refinished and Overhauled for \$30.; parts are extra. Sixteen years experience. Send one in by Express. Work guaranteed. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANAH, GA. Tel: 3-5432

FOR SALE - 17 Musical Wall Boxes mfg. by Teletone Corp. with brackets; 4 Musical Amplifiers and 4 filters. Practically new. Bargain for quick sale. AUTOMATIC MUSIC DEVICES, 1220 - 14th ST., N.W., WASHINGTON 5, D.C.

FOR SALE - Keeney Three Way Bonus Super Bells, like new \$950.; Victory Specials, perfect condition \$249.50. Terms: 1/3 Deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - K.H.F. Phonographs Stands, manufactured by our own firm for our routes and sold to many other operators are now available for immediate delivery from stock \$17.50 ea., 5 or more \$16.50 ea., 10 or more \$15.50 ea. Descriptive circular sent on request. K. H. FERGUSON CO., 1014 W. RAMSEY ST., STILLWATER, MINN.

FOR SALE - We have about 50 WS-22 Seeburg Wall-O-Matics and are offering them at a special price of \$24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE - All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEMple 1-7455

FOR SALE - Jockey Clubs and Turf Kings - Chrome drill proof rails, newly repainted cabinet more outstanding than original paint job, new coin chutes \$100. ea.; Grand Nationals, Sport Kings, Grandstands, Thistledowns \$25. ea., five for \$100. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. CO., MINNEAPOLIS 15, MINN.

FOR SALE - AMI Telephone Hostess Music - Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-8777

FOR SALE - 5 Used Bowl-A-Ways (11'6" lg. Skee Roll) Mfg. '48. \$100. ea. WANT - Used Genco Advance Rolls and Total Rolls. Advise best selling price in first letter. WISCONSIN NOVELTY CO., 3734 N. GREEN BAY AVE., MILWAUKEE 6, WIS.

THE CASH BOX

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COIN MACHINE MART

FOR SALE

FOR SALE - Available immediately - three complete Automatic Hostess units including switchboards, tables and location machines. Can be used for ten, twenty or thirty station studio. Externally low price. FAIRMORE MUSIC CORP., 135 S. 5th ST., READING, PA.

FOR SALE - New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set \$1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE - 3 Whizz's (without bases) \$50. ea., 1 Total Roll \$200.; 1 Goalee \$200. (like new); Rapid Fire \$50. ea.; Ten Strike L.D. \$35.; Muto. Skyfighter \$50.; Chicoin Hockey \$50.; Bally Defender \$50.; 200 Free Play Games. Make offer. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 5-4976

FOR SALE - 30 Model N Adams Gum Vendors, Chrome Fronts. All machines complete and ready for location. M.A.C. VENDING CO., 144 CANTERBURY ST., WORCESTER, MASS.

FOR SALE - 15 Model 120 Wurlitzer Wall Boxes, \$12.50 ea., Reconditioned and in perfect condition. MEL O DEE MUSIC CO., 626 W. WASHINGTON ST., PHOENIX, ARIZONA.

FOR SALE - Genco Advance Roll. Write or phone for price. RICHARD C. FRIEDMAN, 2061 BROADWAY, NEW YORK CITY. Tel: SC. 4-0192

FOR SALE - Mills greatest proven money makers - original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275.; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE - Good Ball Gum Is Never Cheap: Cheap Ball Gum Is Never Good. Successful operators know they cannot get something for nothing so they buy the best. We sell the best ball gum that money can buy. M. T. DANIELS, 1027 UNIVERSITY AVE., WICHITA 12, KANSAS.

FOR SALE - Victory Derbys, like new \$150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell \$900.; 5¢-5¢ Lucky Lucres one coil type \$50. ea.; 5-25 Lucky Lucres \$60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587

FOR SALE - Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks-3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE - Territory closed! Machines used few weeks only, like new. Evans Bangtail J. P. Cash \$495.; Comb. F.P. \$645.; Keeney Bonus Super Bell 5; \$395.; 5-10-25¢ \$995.; Bally Draw Bells \$295.; Bakers Races J.P. \$145.; Paces Races (Red Arrow) \$145.; Victory Specials chrome rails \$275. M.A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

FOR SALE - 10 Super Skee Rolls \$110. ea.; 2 Air Raiders \$65. ea.; 1 Rapid Fire \$65. ea.; 2 Brand new, in cases, Champion Hockey \$85. ea.; 1 Defender \$95.; 1 Premier Skee Roll with Barrel \$195. WANT - Total Rolls. MARCUS KLEIN, 577 - 10th AVE., N. Y. C.

FOR SALE - Rock-Ola Commando \$150.; Watling 25¢ Rol-A-Top \$65.; 9 column National Cig Machine \$20.; Mills Four Bells \$175.; Mills Futurity \$49.; Mills Thrones \$200.; Foot Ease \$45.; Model 9800 \$200.; Glitter Gold Mills 5¢ chrome \$60. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE - 8 - 24's 30 wire Seeburg Wall Boxes; 5-10-25 Wurlitzer Wall Boxes. All kinds of Music Boxes for sale. PIONEER MUSIC CO., INC., 329 WARREN ST., ROXBURY 19, MASS.

FOR SALE - DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. Want - Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE - Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE - Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in 5¢, 10¢ & 25¢ denominations. We are in a position to fill all your slot machine requirements. Immediate delivery on Black Cherry or Golden Falls complete Case & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

FOR SALE - Big Hit \$125.; Superliner \$125.; 5-10-20 \$45.; Miss America \$175.; Step Up \$145.; Midget Racer \$125.; Frisco \$99.50; Four Aces \$45.; Bombardier \$45.; Argentine \$35.; '41 Major \$35.; Laura \$65.; Knockout \$50.; Hi-Hat \$35.; Spot Pool \$35.; Wild Fire \$25.; Defense \$25.; Silver Spray \$25.; Band Wagon \$25.; Pimlico \$120.; '41 Derby \$95. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER 5, N.Y. Tel: Main 5973

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE M A R T

FOR SALE

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE - Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE - Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new \$275.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at \$225. For used phonographs, beautifully reconditioned, we have what you want. Write and let us know what you need. Seeburg Phonograph Distributors. AUTOMATIC EQUIPMENT CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.

FOR SALE - Best offer takes one or all. "No Junk". Each one guaranteed to be clean and in good working order. Chicago Coin Goalee (like new); Genco Bank Roll 14 ft.; Supreme Skee Roll 9 ft.; Scientific Pokerino; Seeburg Chicken Sam. MUSIC SERVICE 737 NASSAU ROAD, HEMPSTEAD, N. Y.

FOR SALE - 25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE - Ten Keeney Three Way Bonus Bells, like brand new \$1100. ea.; Ten Evans Bangtails 1947 Models, used ten days \$450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

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ЗДАЧА № 04

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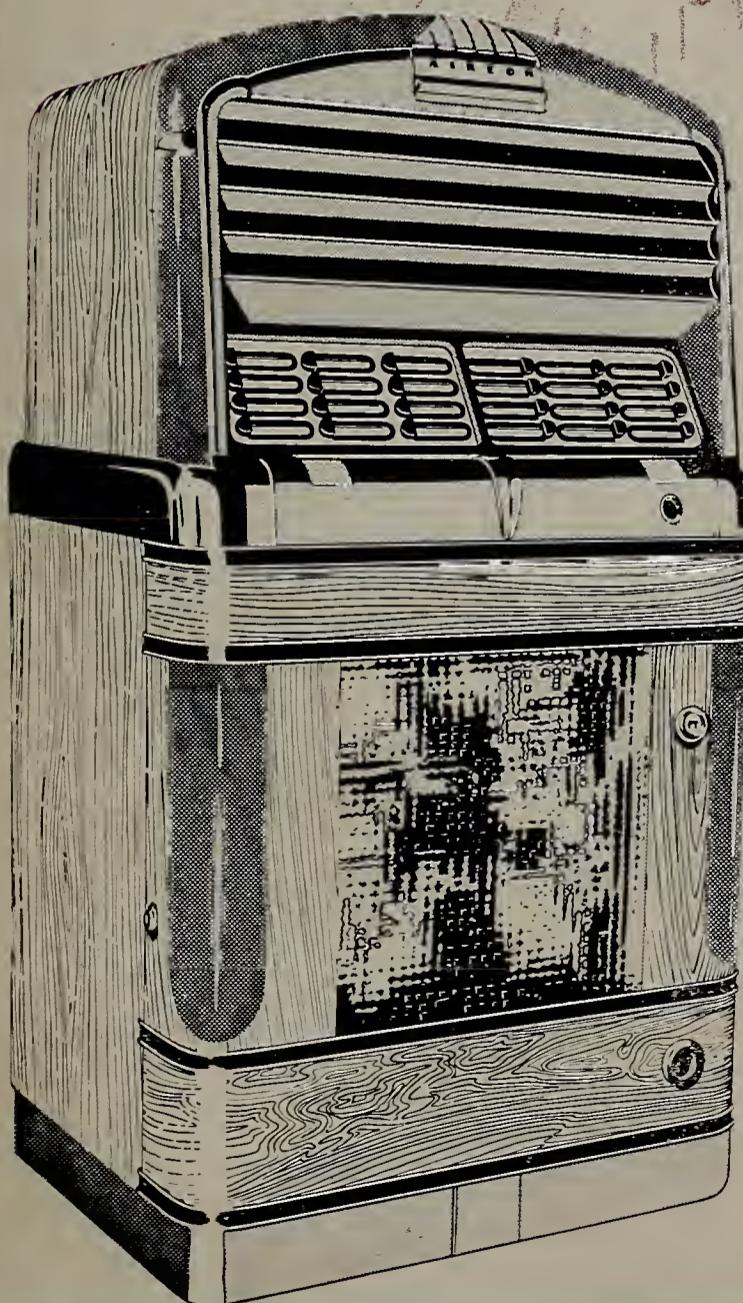
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